

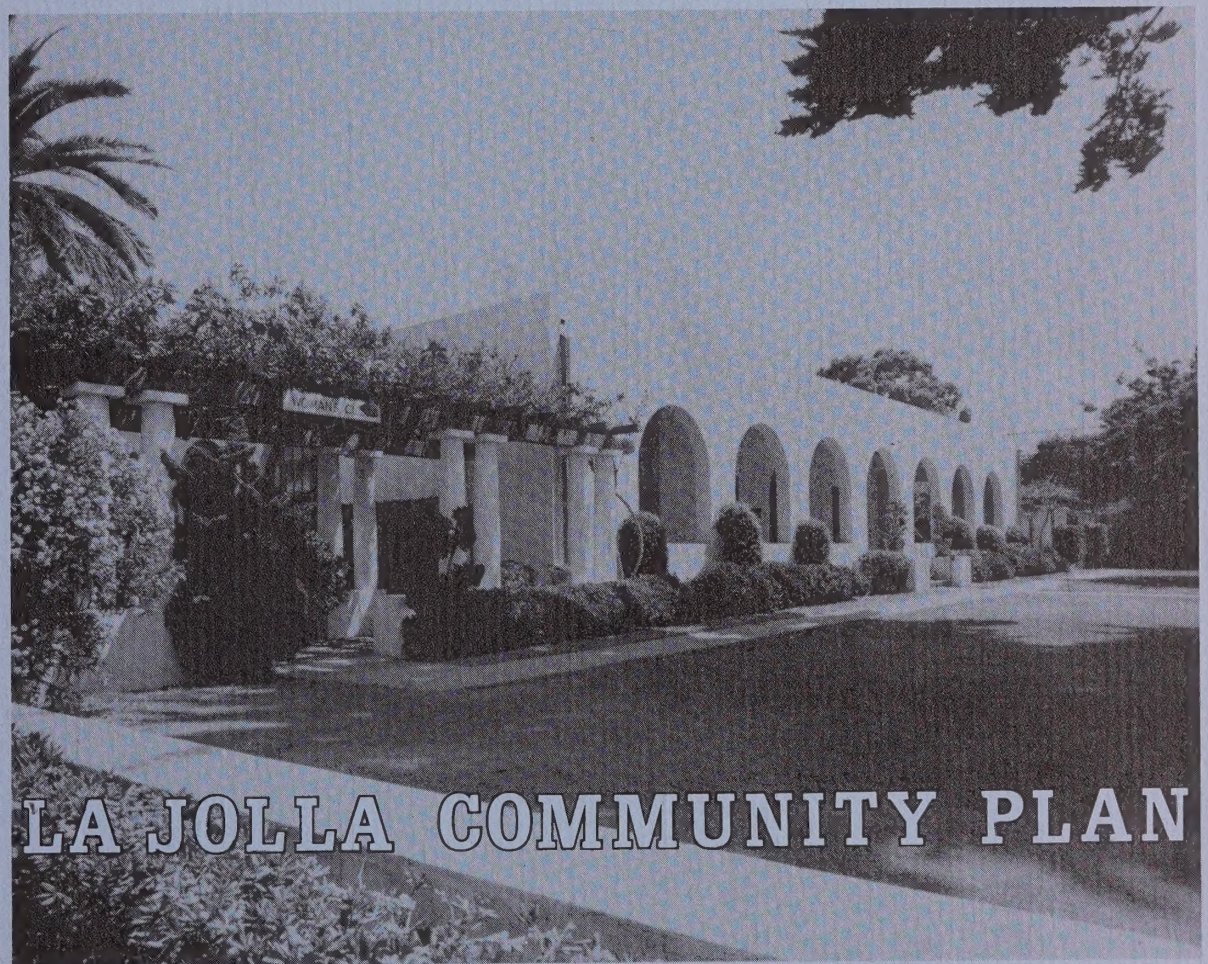
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LA JOLLA COMMUNITY PLAN

LA JOLLA COMMUNITY PLAN

prepared by

LA JOLLANS, INC.

AND

THE CITY OF SAN DIEGO

March, 1975

*City planning La Jolla
[San Diego, Planning dept]*

This Plan has not been reviewed in minute detail on a block by block basis. Reasonable interpretation of this Plan which may cause minor adjustments, is expected.

On September 30, 1975, the City Planning Commission approved a major amendment to the LA JOLLA COMMUNITY PLAN by Resolution No. 389 and a vote of 5-0. The Commission concurrently approved an amendment to the PROGRESS GUIDE AND GENERAL PLAN by Resolution No. 390. On December 30, 1975, the Commission approved subsequent amendments by a vote of 5-0.

On March 3, 1976, by a vote of 9-0, the City Council adopted the amended LA JOLLA COMMUNITY PLAN by Resolution No. 215439 on file in the Office of the City Clerk as Document No. 754680; and certified that the information contained in the Environmental Impact Report is in compliance with the California Environmental Quality Act of 1970, by Resolution No. 215440, also on file with the City Clerk.

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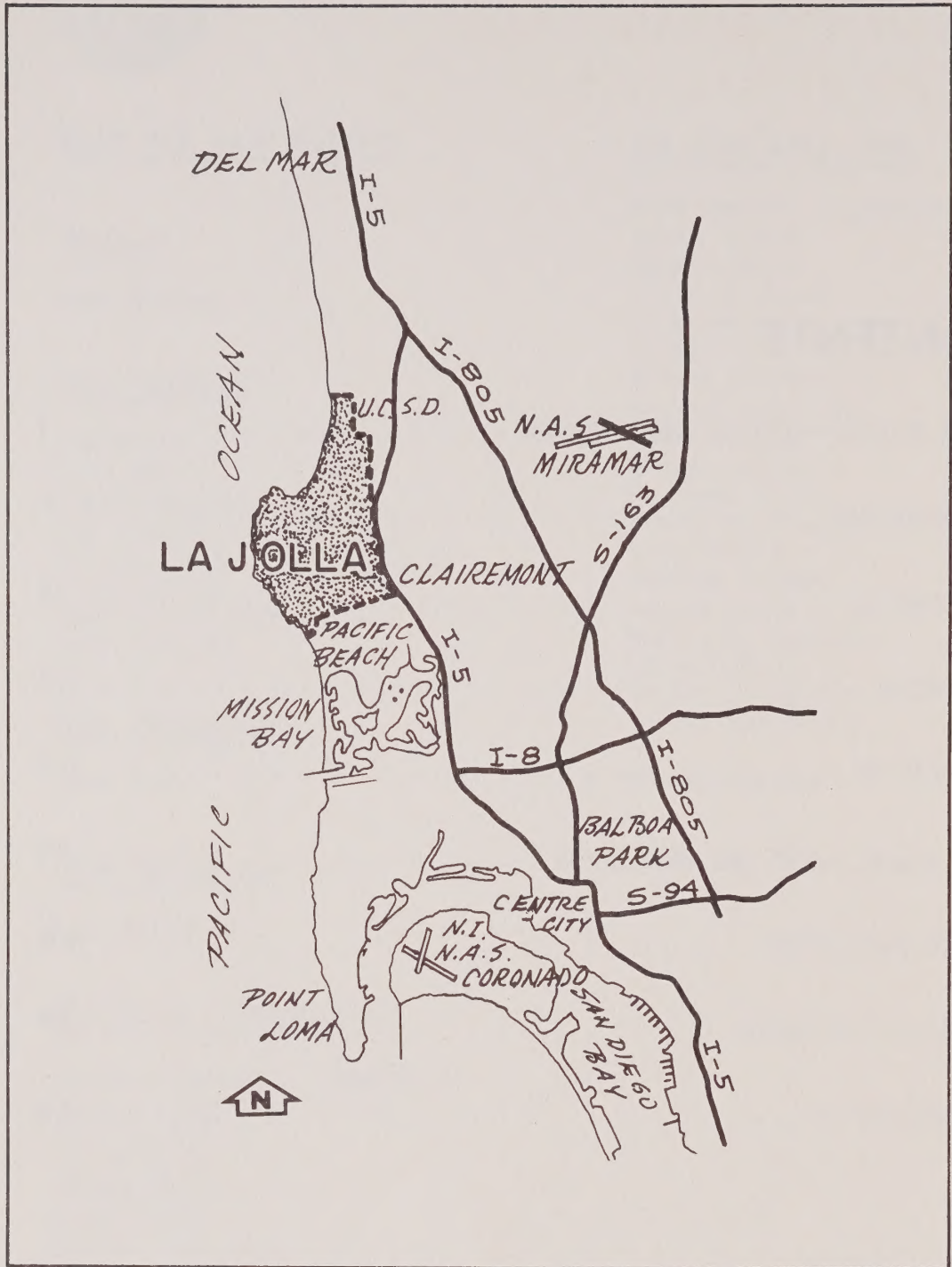
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LOCATION MAP

MAJOR PROBLEMS AND RECOMMENDATIONS

BACKGROUND

The La Jolla Community Plan has been implemented in several ways since being adopted on April 13, 1967:

- 1) Approximately 126 acres of R-4 property were rezoned to R-3, reducing the housing potential by over 7,000 units and the population potential by over 15,000 people.
- 2) Height limits, usually temporary, were obtained for various sections of La Jolla at various times. These were only partly successful in preventing the construction of high rise buildings. (A 30 ft. height limit is now in effect for all of La Jolla as a result of the passage of proposition D in 1972. There is also a permanent 50 ft. height limitation, established in 1969, for all R-4, R-3, and RV zones.)
- 3) In November, 1972, the La Jolla Shores Precise Plan was adopted by the City Council. In May, 1974 a Planned District Ordinance for La Jolla Shores was passed.
- 4) A sign control ordinance applicable to most of the commercial areas in La Jolla became effective in 1973 and 1974.

Despite these accomplishments, changing times have given rise to new problems and accentuated old ones, making a revision of the Plan necessary. These problem areas and the major recommendations formulated to cope with them, are summarized below. Additional, more detailed recommendations are presented later.

MAJOR PROBLEMS AND RECOMMENDATIONS

1

PROBLEM

Automobile congestion has become excessive due to the emergence of La Jolla as a center for office and professional buildings and to the opening of new streets and highways. There has been a parallel disregard for pedestrian-related amenities.

RECOMMENDATIONS

1. Major roadways and streets should not be improved or constructed for purposes of accommodating entry into or exist from La Jolla of more vehicles than are now being accommodated by existing roadways. Any future street construction that will facilitate or stimulate increased travel within La Jolla should be seriously questioned. Specifically, the Fay Avenue extension and the extension of La Jolla Scenic Drive South through Soledad Park should not be shown in La Jolla Community Plan and the General Plan for the City of San Diego. These roads may only be justified when the full impact of the potential development in the Muirlands has been analyzed and future travel patterns have been more clearly identified. If future driving habits, alternate modes of travel, and new patterns of land use prove ineffective in alleviating projected traffic congestion, then these major streets may again be seriously considered.
2. Alternative transportation systems should be studied as possible long-term solutions to the automobile and its attendant problems. The systems studied should include peripheral parking areas, linked to downtown La Jolla by some form of public transportation.
3. Priority should be given to improving the ease and enjoyment of pedestrian movement, including the establishment of bike paths, distinctive and functional landscaped sidewalks, and safer pedestrian rights-of-way near schools.

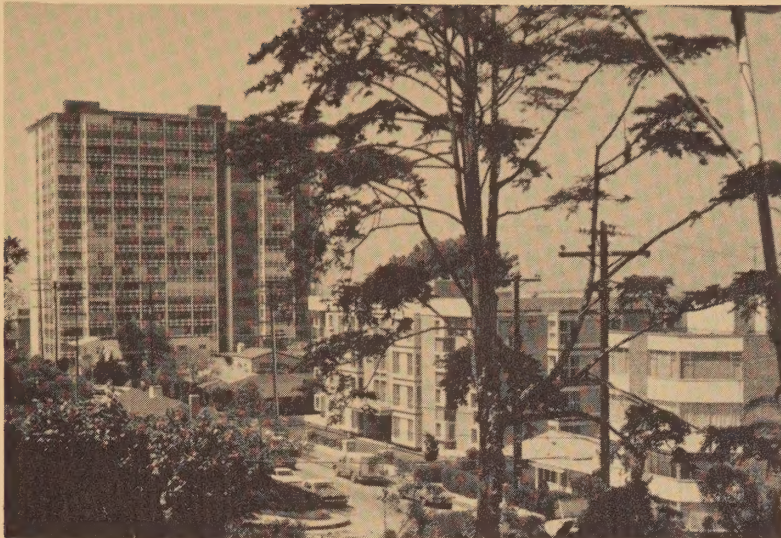
2

PROBLEM

The number of houses for low and middle income families is inadequate, and this number is decreasing as redevelopment takes place.

RECOMMENDATIONS

1. A priority use for some currently vacant City land should be low and moderate income housing.
2. A portion of the housing in major developments should be accessible financially to low and moderate income families.
3. Low and moderate income housing should not be confined to one area of La Jolla.



A large, out-of-scale building

3 PROBLEM

Out-of-scale buildings have been constructed, primarily in the central area. These have resulted in adverse impacts on the appearance and character of the community.

RECOMMENDATIONS

1. No large buildings should be built in La Jolla.
2. The height and bulk of new buildings should be consistent with that of other buildings in the surrounding neighborhood.
3. In all single family areas the height of new buildings should be limited to 30 feet.
4. A height limit of 30 ft. should be maintained for the areas west of Torrey Pines Road, Prospect Street, and La Jolla Boulevard. In commercial and multiple residential districts outside of this coastal fringe, the height of new buildings should be limited to three stories, with the exception of two multiple residential areas within the La Jolla Shores Planned District.
5. The maximum floor area ratio* of new and remodeled office and professional buildings should not be greater than 2.0, and perhaps less.

* Floor area ratio (F.A.R.) is the numerical value obtained by dividing the total area of all the floors (excluding basements) of a building, by the total area of the premises. F.A.R. is the ratio of the total building floor area to the lot area.



Recent office building

4 PROBLEM

A trend has developed toward making La Jolla an employment center based on office and professional uses. It is increasingly difficult to maintain the balance of small shops and retail establishments, catering to residents and visitors, that have always been one of the most attractive aspects of La Jolla.

RECOMMENDATIONS

1. New office and professional buildings should be discouraged.
2. To encourage the development of retail and commercial use, the allowed floor area ratio and parking requirements should be less restrictive than for office and professional uses.
3. Areas designated for commercial use should remain compact and not increase in land area, or sprawl into adjacent residential neighborhoods. The rezoning of La Jolla's industrially-zoned land should be an important exception to this principle.
4. A parking plan for La Jolla should be developed within one year of City Council adoption of the La Jolla Community Plan, to ensure that new parking facilities are in the balanced best interests of all La Jollans with respect to amount, appearance, type and location. In the meantime, a significant increase in the number of parking spaces should not occur. In particular, the construction of surface parking garages or large parking lots should not occur in this interim period. Facilities considered appropriate during the interim include: (1) underground facilities accessory to the buildings they serve, (2) small surface lots shielded from adjacent streets by heavy landscaping or intervening buildings. (A small lot may be considered as one not exceeding 7,000 square feet and accommodating a maximum of 20 automobiles.)



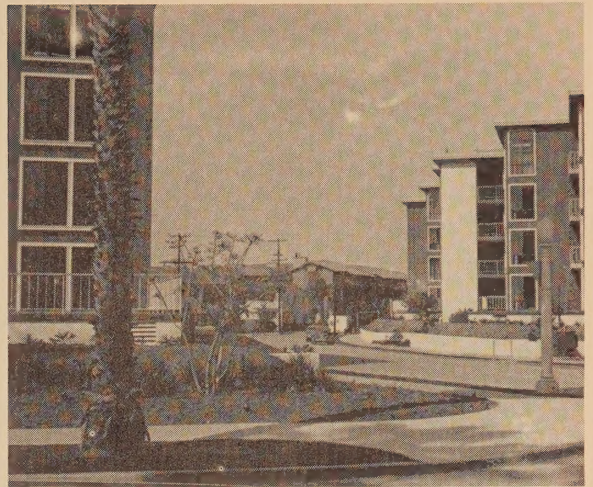
Preservation of steep slopes

5 PROBLEM

Although the population growth has not been explosive, the current and committed population is within about 15% of the population practicable under current zoning. Land is becoming scarce and expensive. The easily developed vacant land has essentially been utilized, and there are strong pressures to develop the remaining land (largely steep slopes and canyons) to its maximum potential with little regard for existing topography.

RECOMMENDATIONS

1. A population of approximately 35,000 is consistent with the objectives and recommendations of this Plan. The objectives cannot be achieved if this figure is exceeded.
2. The land designated for high density should be rezoned to medium density or lower, depending on existing land use.
3. Development of remaining vacant land should preserve significant steep slopes and canyons in their natural state.
4. Land with slopes of 35% or greater should be redesignated for very low density.



A wide variety of housing types

INTRODUCTION

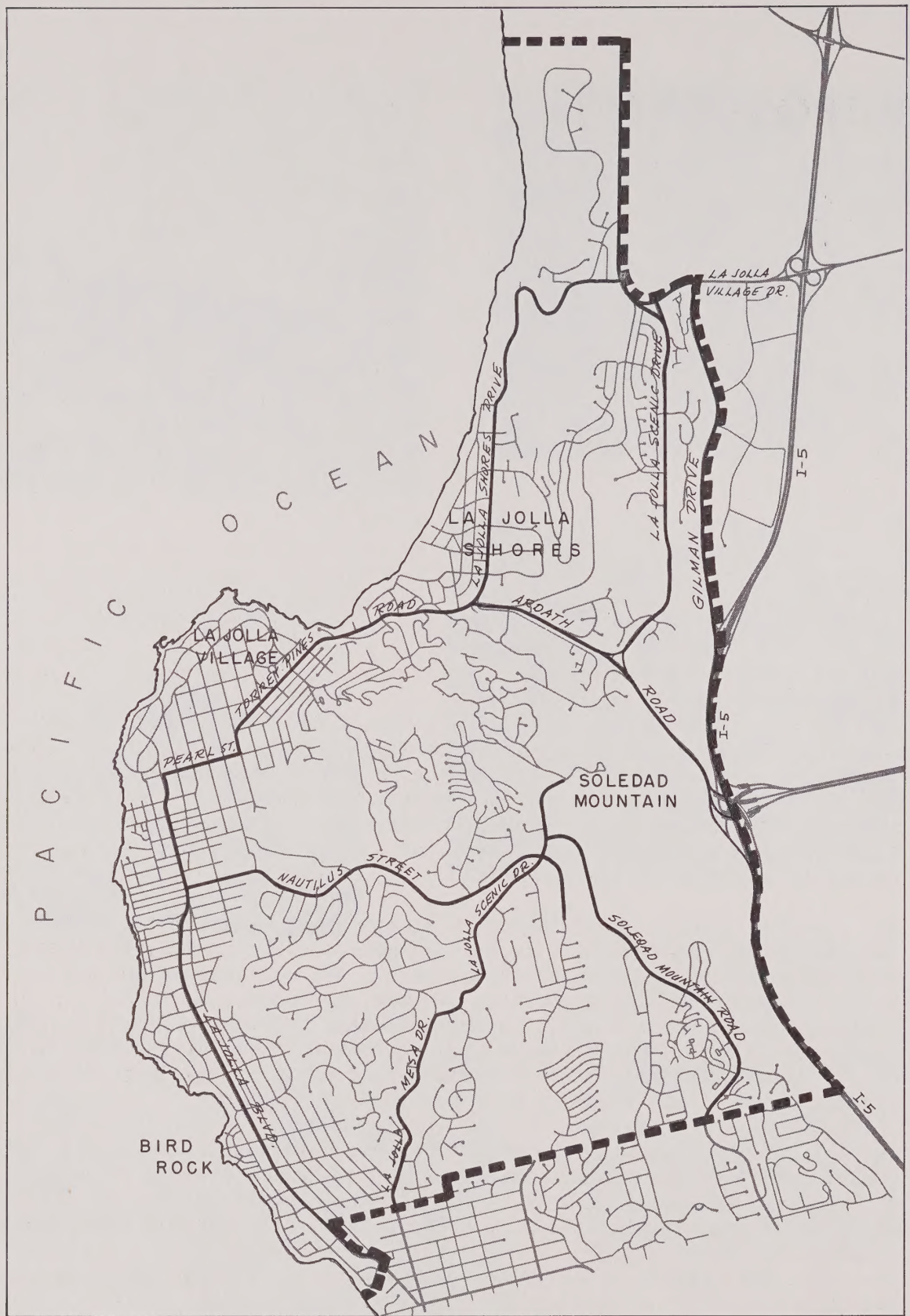
THE LA JOLLA COMMUNITY

As an integral part of the City of San Diego, La Jolla maintains close cultural, social and economic relationships with the City as a whole. However, its unique ocean-oriented setting and natural terrain, which separate it from adjoining portions of the City, enable La Jolla to maintain its own identity. La Jolla's distinctive architecture and landscaping, handsome parks, beaches and scenic vistas are an asset to all of San Diego.

The planning area is approximately 9 square miles and is shown on the Location Map. The community is bounded generally by the Pacific Ocean, the University of California, Gilman Drive, the 1-5 Freeway and Pacific Beach. La Jolla's sub-communities include the central La Jolla business district, Bird Rock, La Jolla Shores, and various smaller residential areas. The offshore area between the Mean High Tide Line and the seaward limits of San Diego's jurisdiction is also part of the planning area. (See Planning Area Map.)

There is a wide variety of housing types in La Jolla, including single family dwellings, apartments, townhouses, and hotel-motel facilities. The central commercial area is noteworthy for its distinctive specialty shops which attract visitors from other parts of the metropolitan area.

The San Diego Unified School District, a number of private schools, and the University of California furnish a complete range of educational opportunities. Many cultural activities are sponsored and supported locally and make a significant contribution to the cultural environment of the City as a whole. La Jolla is also one of the most important centers of scientific research in the Western United States.



PLANNING AREA

HISTORICAL REVIEW

There have been several notable efforts in the past to prepare development plans for La Jolla; in particular, proposals by John Nolen in 1908 and 1926 and Charles Eliot in 1946. Unfortunately, these efforts were largely ignored, primarily due to the absence of local citizen participation in the preparation of such plans. As La Jolla continued to grow, various separate and unrelated citizen groups initiated actions to solve specific community problems.

In early 1963, it was clear that La Jolla was undergoing rapid growth which, if allowed to continue without constructive planning, would result in a drastically changed community. A series of meetings was held under the informal sponsorship of the La Jolla Town Council. The meetings were open to the entire community, and it was agreed that a program should be initiated to control the effect of future growth on the character and beauty of La Jolla.

During this period, the San Diego City Council also recognized the need for La Jollans to prepare a community plan. The result of this concern was the formation in 1964 of La Jollans, Inc., a non-profit California corporation. The primary purpose of this organization was to cooperate with the City in preparing a long-range plan. These efforts culminated in the La Jolla Community Plan, adopted by the City Council on April 13, 1967.

The first major step in implementing the 1967 plan was the rezoning* of approximately 126 acres of R-4 property to R-3. This rezoning was motivated by the realization that under the zoning existing at that time a population of 100,000 people was possible in La Jolla. Such a population would have destroyed the character of the community. The rezoning was achieved in April, 1969 after more than 14 public hearings before the San Diego City Planning Commission and the San Diego City Council. La Jollans, Inc. led this effort, with the cooperation of such groups as the La Jolla Town Council, the La Jolla Height Limitation Committee and the La Jolla Shores Association. This action decreased potential residential development in central La Jolla by 50%. Later changes in parking and floor area ratio requirements, as well as Proposition D (30' building height limitation), further reduced that potential by about two-thirds. In addition, there has been a two-thirds reduction in permitted residential density within commercial zones.

* A land use zone is an area or district reserved for special purposes (as residence, business, manufacturing).

Several attempts to limit the building height in La Jolla have been undertaken. New buildings have previously been limited to 50 feet, with provision for exceptions. However, this limitation was superseded by a subsequent 30 foot limit resulting from the passage of Proposition D in 1972.

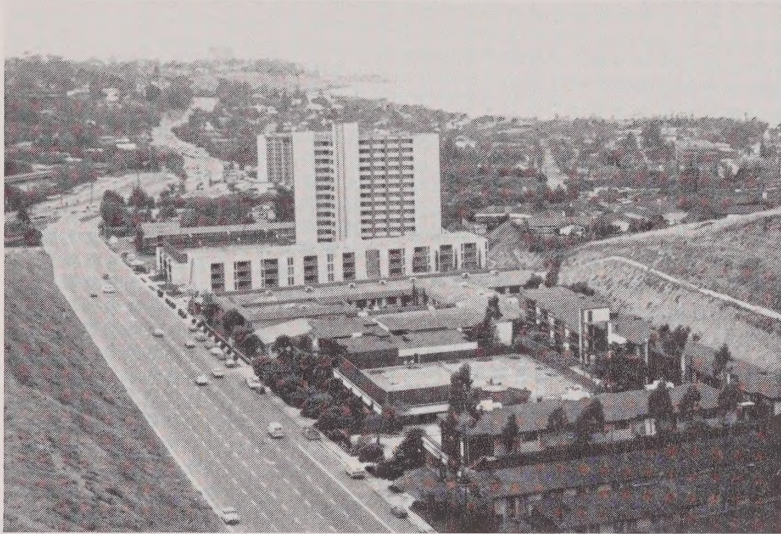
Further implementation of the 1967 Plan occurred with the adoption in November, 1972 of the La Jolla Shores Precise Plan. Formulated by a committee of the La Jolla Shores Association, it is a detailed sub-area plan which provides guidelines for future development in the Shores. Its recommendations are accepted as part of this revised La Jolla Community Plan. The Precise Plan recommended a Planned District Ordinance, which was adopted by the City Council in May, 1974.

Another measure was the addition of previously unregulated areas to the La Jolla Sign Ordinance in 1973, changing General Commercial (C) zoning to Sign Control (CS) for the purpose of regulating outdoor advertising. The expanded areas now regulated include the intersection of Torrey Pines Road and La Jolla Shores Drive, Pearl Street between La Jolla Boulevard and Girard Avenue, and portions of La Jolla Boulevard and Nautilus Street.

In the years since 1967, La Jolla has changed significantly. Some of the most spectacular changes involved roadways: the opening of Ardath Road, the widening of Torrey Pines Road and the improvement of upper La Jolla Shores Drive. Problems of noise, air quality, pedestrian safety and congestion in La Jolla have increased greatly. The 1967 Plan sought solutions to the problems of traffic congestion and parking space deficits through the construction of new roads, the widening of existing ones, and by doubling the number of parking spaces. La Jollans, Inc. and representatives of commercial property owners met for more than two years to study these proposals. It is now believed that the earlier recommendations only intensify circulation and parking problems, and that anything that is done to encourage and make more convenient the private automobile will be a detriment.

Large office buildings have been constructed in La Jolla, making it more difficult for small shops and retail establishments to prosper. Building owners are finding it more profitable to rent space for offices instead of retail uses.

The number of shoppers relative to San Diego as a whole has decreased over the last few years. Some of the new out-of-scale buildings make strolling in the downtown area less pleasurable, a disadvantage to small shops which depend on walk-in customers.



Torrey Pines Road Widening

The other problems noted earlier are less visible, but are still real. In 1973, it was clear that new directions in community planning were necessary. In recognition of this fact La Jollans, Inc., with the cooperation of the Town Council, undertook the revision of the La Jolla Community Plan. The goals and recommendations contained herein, were developed at a series of more than 50 sessions held since March of 1973. The participants have included La Jollans, Inc., the San Diego City Planning Department staff, and interested members of the community. The local press has publicized the meetings and the deliberations have been thoroughly reported. Since March, 1973, all of the working meetings have been open to the public and members of the public have made numerous contributions which are incorporated in the Plan.

The purpose of this Plan is to provide guidelines for public and private developments. Such guidelines are intended to represent the will of the community. Although the Plan specifies implementation methods, it does not itself create new regulations for legislation, nor does it rezone property. Controls over zoning, subdivision, traffic and circulation, commercial construction, etc. must be enacted separately in order to implement the recommendations of this Plan.

Each element of the Plan includes recommendations relating to that particular element. In some cases, a recommendation from one element may appear to overlap or conflict with a recommendation from another element. In resolving any apparent conflict, the Plan should be read as whole and its basic objectives should be considered.

RECENT LEGISLATIVE CHANGES

There have been a number of significant laws enacted recently at federal, state and local levels of government. These laws are a response to the growing concern over the environment.

In California, the Environmental Quality Act of 1970 is aimed at determining the extent of environmental damage, if any, created by the completion of proposed projects which require Environmental Impact Reports. The Act requires that an Environmental Impact Report be prepared for projects having a "significant environmental impact." As a result, significant proposals in La Jolla will be reviewed by the Planning Commission and City Council as to their environmental impact; and also by the La Jolla Shores Planned District Advisory Board (in the Shores area only).

State Assembly Bill 1301 (Section 65860 of the Governmental Code) was passed in 1971 (amended 1972) and requires that City and County zoning ordinances be consistent with community and general plans. Under the directive of AB 1301, the City's zoning map for La Jolla must be brought in conformance with the revised La Jolla Community Plan.

In 1972, the California voters passed Proposition 20, the Coastal Zone Conservation Act. This act is aimed at the balanced conservation and development of coastal zone resources. It created both a regional and a statewide Coastal Commission to regulate development within 1,000 yards of the shoreline until a coastal zone plan is adopted by 1976. The revised La Jolla Community Plan will provide a basis for the Coastal Commission's Plan.

The city-wide zoning ordinance has also been revised in recent years. An overlay Land Conservation (LC) Zone was added to the zoning ordinance in 1971, to help conserve the vegetation and land configuration of canyons and hillsides. This zone was revised and redesignated as the Hillside Review Overlay Zone (HR) in 1975. The HR Zone is a useful tool for the prevention of excessive grading and plant removal in La Jolla upland areas, but still permits development.

In 1973, the commercial zones were revised to reduce permitted residential densities from 108 dwelling units per acre to 29 dwelling units per acre and to require parking for residential uses.*

* 1.3 spaces for 1 bedroom multiples; 1.6 spaces for 2 or more bedroom multiples; 2.0 spaces for single family.

Another measure was the passage of Proposition D, a city-wide 30 foot height limit for all new buildings west of the Interstate 5 freeway. This regulation, approved by the voters in 1972, superseded a previous 50 foot limitation in central La Jolla adopted by the City Council in 1966. The current 30 foot limit will keep new buildings generally to three stories, maintaining the low-profile of La Jolla's skyline.

Finally, the City Council utilizes a set of officially designated and numbered policies as a guideline in the decision-making process. Many of these Council policies are of direct relevance to planning issues in La Jolla and should be used in implementation efforts.

RESPONSIBILITIES

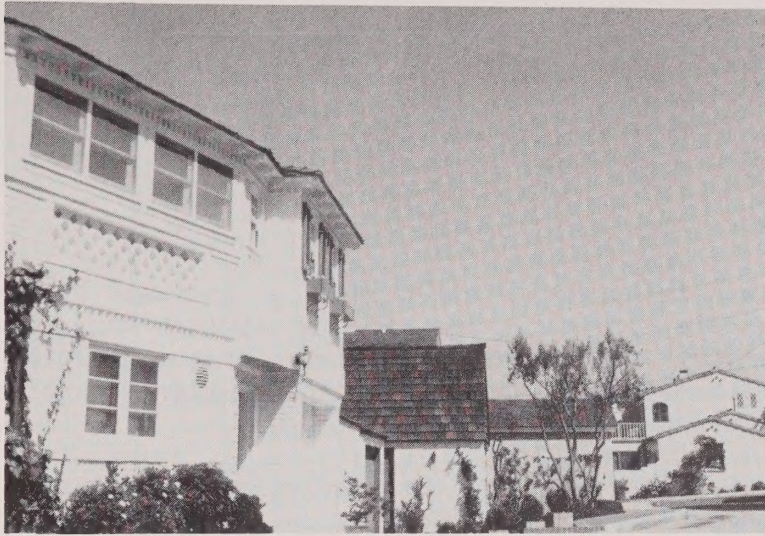
The La Jolla Community Plan is intended to provide guidelines for public and private improvement, construction, and physical changes in La Jolla during the next fifteen to twenty years.

Adoption of the plan will not of itself effect changes in the physical character of the community, nor will it automatically solve community problems. The plan does establish bases for solving these problems and will provide standards against which all proposed public and private developments or changes, which might have an impact upon the physical and social characteristics of the community, should be measured.

City Council policy recognizes that planning is a continuing process. It is therefore imperative that there be sustained and continuing community interest and activity, as well as city support, to insure achievement of the recommendations of the Community Plan. It is essential that organizations of La Jolla citizens interested in planning continue their efforts to insure local participation in the work ahead. It is contemplated that La Jollans, Inc. will respond to this challenge by providing the needed continuity.

It is obvious that no single group can assume the burden for complete implementation of all of the recommendations set forth in this Community Plan. All citizens and organized groups within the community, share responsibility for implementation of the plan. Without broad and constant citizen participation, the proposals of the plan will never become reality.

RESIDENTIAL ELEMENT



Dunemere Drive in The Barber Tract

OBJECTIVES

The following objectives provide a basis for the more detailed recommendations made later.

1. La Jolla should primarily remain a community of single family dwellings of distinctive and varied architecture.
2. Future residential development should be adequately served by public facilities, commercial establishments and a balanced transportation system.
3. The development of neighborhoods containing a variety of housing types and prices should be encouraged by all means reasonably available. A special effort should be made to increase the amount of low and moderate income housing units.
4. La Jolla's physical assets should be protected in future development and redevelopment; particularly with respect to the shoreline, significant canyons and steep slopes. Ocean views should be maintained, beach access provided, and open space retained wherever possible.
5. The most desirable concepts should be employed in future residential building activity. These concepts may, under proper circumstances and regulations, include planned residential development and cluster housing, Hillside Review zoning, undergrounding of utilities, planned landscaping, and sign controls.

EXISTING CONDITIONS

POPULATION CHARACTERISTICS:

La Jolla's present population is approximately 28,000, an increase of 5,000 since 1967, or 700 people per year. The age distribution has not changed appreciably since 1967. Compared to greater San Diego, La Jolla remains a community of relatively older people. This situation is not likely to change because housing values will remain high.

Minority groups comprise a low percentage of the population. There is an inadequate number of houses for low and middle income families, and the number is decreasing as redevelopment takes place. Recent trends of rising land values and taxes have made it extremely difficult for low-income people (minorities, the elderly and young families) to move to La Jolla, or even to stay.

La Jolla is becoming a community of professional and managerial people. It is the center of an expanding group of scientific, engineering, and high technology manufacturing firms, as well as advanced and specialized educational and medical facilities.

The potential population of La Jolla, assuming that the average density of development does not change radically, is approximately 35,000.

In the Potential Population table, level vacant areas in the uplands were assumed to be developed at an average density of two units per gross acre, while land with slopes of 35% or greater was assumed to develop at one unit per gross acre. The density of development on vacant land in the lowland area was based on that permitted under current zoning (R-1-5, R-2, R-3); reduced slightly to reflect achievable density. Redevelopment of R-3 density was estimated for some land in the M-1 zoned area. The possible development of the La Jolla Country Club was estimated at two units per acre. The Development Activity Map depicts the location of recent development in upland areas and shows land that will likely be developed in the future.

The population growth has not been explosive, but the current (and committed) population is within about 15% of the population practicable under current zoning. Land is becoming scarce and expensive. The easily developed vacant land has essentially been utilized, and there are strong pressures to develop the remaining land (largely steep slopes and canyons) to its maximum potential with little regard for the existing topography.

POPULATION DATA		
CHARACTERISTICS	LA JOLLA 1970	SAN DIEGO 1970
Total Residents	25,300	697,000
Median Age	40	26
Percent Over 65	18%	9%
Percent Under 20	30%	37%
Other	52%	54%
Occupation		
Professional	43%	21%
Managerial	15%	9%
Other	42%	70%
Ethnic Composition		
White	92%	76%
Spanish American	6%	13%
Other	2%	11%
Median Family Income	\$17,530	\$10,170
Median Housing Value	\$47,600	\$22,500
Source: 1970 Federal Census.		

POTENTIAL POPULATION	
Current Population	28,000
Developments Currently Proposed	2500
Potential For Remaining Vacant Land	
(1) Level Land in Uplands	2000
(2) Steep Slopes (grades of 35% or greater)	1000
(3) Vacant Land in Lowlands and some Redevelopment in M-1 Zoned Area	1000
(4) La Jolla Country Club	500
TOTAL, POTENTIAL POPULATION	35,000
Source: Planning Department.	

LAND USE AND HOUSING CHARACTERISTICS:

La Jolla is firmly established as a residential community. Since 1967, there has been a 25% increase in the amount of land used for residential purposes; while the land devoted to commerce and industry and to public and semi-public facilities has remained unchanged. The amount of vacant land has decreased by approximately 500 acres during the same period due primarily to subdivision activity in the upland area. However, there are still approximately 1,500 acres of vacant land, most privately owned and zoned for low density residential use. Although there are few vacant lots in the area zoned for multiple family use, many parcels are not developed to the maximum density permitted by zoning. These conditions are summarized in the tables on the opposite page.

The residential density table shows that there is little disparity between existing density and estimated achievable density. The estimated achievable density is based on concurrent regulations governing building height, floor area ratio, parking, etc. The R-2 and R-3 zones are almost fully developed to their current potential and extensive redevelopment of these areas in the near future is not expected. Although the R-4 zone is greatly underdeveloped, the size of the zone is small. The reduction in size of the R-4 zone and concomitant increase in size of the R-3 and R-V zones, are the result of the extensive rezoning mentioned in the previous chapter.

There are approximately 11,300 housing units in La Jolla, with a numerical increase of about 300 per year. About one-third of the homes are over 20 years old and one-third are less than 10 years old. The median housing value almost doubled between 1960 and 1970, reflecting increasing construction costs and land values. The median value rose from \$26,000 in 1960 to \$48,000 in 1970, and is estimated to exceed \$60,000 in 1974. According to statistics maintained by the La Jolla Real Estate Brokers Association, the average sale price of houses has varied as follows over the last several years: 1971 - \$67,400; 1972 - \$72,400; 1973 - \$76,300; 1974 - \$80,000 (approximate). The average rent in 1970 was \$205 per month, considerably higher than the City-wide figure. There is a potential of approximately 14,000 housing units, used to derive the estimated population potential of 35,000.

LAND USE CHARACTERISTICS						
LAND USES	LA JOLLA				SAN DIEGO	
	1967		1973		1973	
	Acres	Percent	Acres	Percent	Acres	Percent
Residential	1910	40	2460	51	32,000	18
Commercial & Industrial	120	2	120	2	10,000	5
Public & Semi-Public	700	16	700	16	37,000	20
Vacant	2050	42	1500	31	104,000	57
TOTAL	4780		4780		183,000	

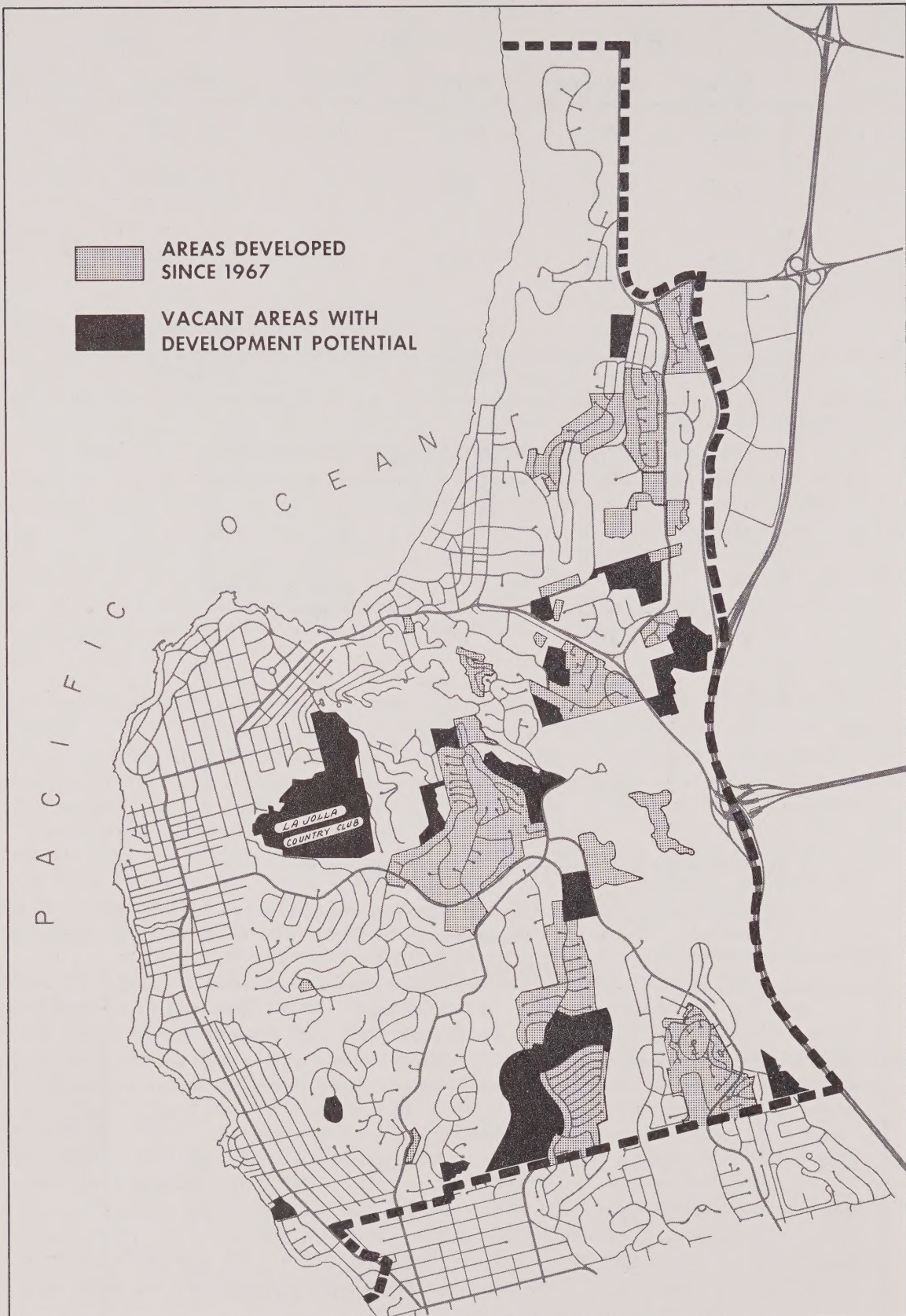
Source: Planning Department.

RESIDENTIAL ZONING			
ZONES	LA JOLLA		
	1967 Acres	1973 Acres	1973 Percent Undeveloped
R-1	3470	3470	43
R-2	260	260	2
R-3	3	197	3
R-4	229	9	0
R-V	0	26	0
TOTAL	3962	3962	

Source: Planning Department.

RESIDENTIAL DENSITY			
ZONES	Average Density In Developed Area*	Maximum Permitted Density*	Estimated Achievable Density*
R-2	12	14	12
R-3	31	43	37
R-4	31	108	70
R-V	30	43 apts. 86 motel units	37
	*In Units Per Acre		

Source: Planning Department.



DEVELOPMENT ACTIVITY

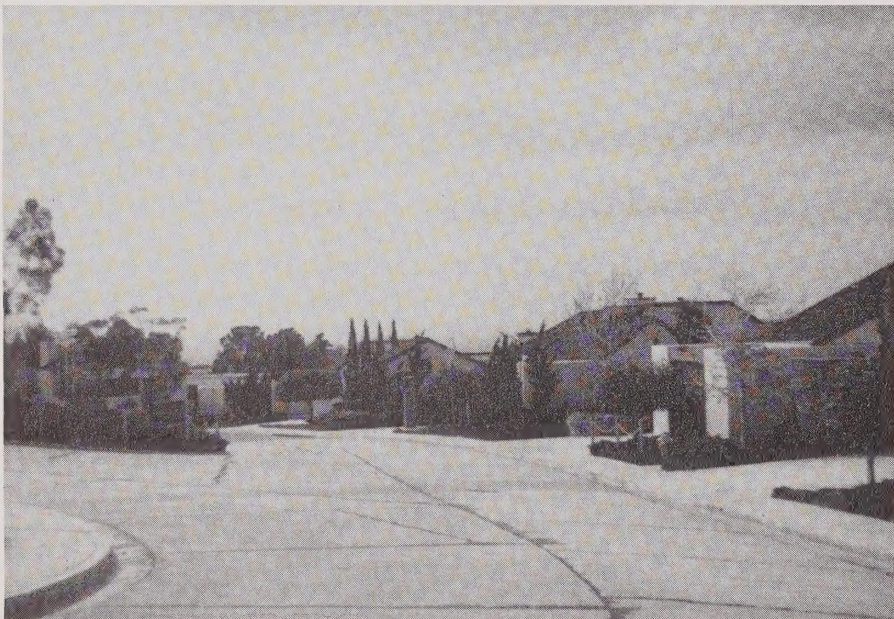
RECOMMENDATIONS

In order to achieve the residential objectives, the following recommendations are set forth. They are based on a review of development alternatives and on projections and forecasts.

1. A population of approximately 35,000 is consistent with the objectives and following recommendations of the Residential Element. The objectives cannot be achieved if this figure is exceeded.
2. Residential uses in and near the central area or Village should be encouraged to remain by facilitating their rehabilitation or redevelopment. New residences should also be encouraged to locate in and near the central area.
3. As a broad goal, about 10% of the approximately 3,000 new units expected to be developed in La Jolla over the next ten to fifteen years should be developed for low and middle income families. Among the possible means of implementing this goal are the following:
 - a. In residential development (new construction and redevelopment) with twenty or more units, about ten percent of the units should be offered at a price within the means of an average middle income San Diego family, and the City should develop incentives to help developers make this possible.
 - b. One of the priority uses for all City-owned land should be low and moderate income housing. An inventory of such land and its suitability for this purpose should be prepared.
 - c. La Jolla families displaced by demolition of low and moderate income housing should be relocated within La Jolla. Such families should be given priority in any new low and moderate income housing developed. Means should be found to insure that the number of low income housing units in La Jolla should not be decreased by demolition. These means might include developmental incentives.
 - d. All available housing subsidy programs for low income and/or the elderly should be investigated and utilized.
 - e. Low and moderate income housing should not be confined to any one area of La Jolla.
 - f. Innovative measures for involvement of the private sector in developing low and moderate income housing should be explored.



Motel-Hotel Facilities Are Sufficient



Colony Hill -- A Planned Residential Development

4. The height limit for future multiple residential development should be 30 feet for all land seaward of La Jolla Blvd., Prospect Street, and Torrey Pines Road between Prospect Place and La Jolla Shores Drive. Land west of La Jolla Shores Dr. should be governed by height limitation specified in the La Jolla Shores Planned District Ordinance. Elsewhere, residential buildings should be limited to 30 feet, with exceptions permitted where unusual circumstances warrant, provided that open space and views are preserved.
5. Residential developments along the shoreline should be required to provide safe and convenient access to and along the ocean front. Existing public access to the beach should be retained. Development which tends to "wall off" the ocean from interior areas should be prevented.
6. A plan for the Fay Avenue right-of-way and adjoining City-owned land should be developed. Such a plan should consider each of the following possible uses or combination thereof (not necessarily in order of priority):
 - a. low and moderate income housing;
 - b. open space;
 - c. bicycle path;
 - d. pedestrian walkway;
 - e. recreation;
 - f. transportation corridor;
 - g. other uses of benefit to the City, the community and the neighborhood.

The uses for which the property is planned should be generally consistent and compatible, in terms of density of population and intensity of use, with its underlying zoning and with the uses to which surrounding property is put.

Development of the plan for the Fay Avenue extension should be accomplished by citizens of the La Jolla community representing various points of view, including those of neighboring residents and property owners.

If the plan selected by the community eliminates the option to use the Fay Ave. right-of-way as a transportation corridor, then the implementation of that plan should not occur until the entire circulation system and the effectiveness of the La Jolla Community Plan recommendation can be reviewed.

7. The development of parcels with 20% or more land having slopes of 35% or greater, for which four or more units are proposed, should involve development concepts which will preserve steep slopes and significant canyons.
8. The preferred use for the property occupied by the La Jolla Country Club should be open space (e.g. golf course). If this is not possible, the underlying zoning should permit no more than two dwelling units per acre.
9. The land designated for high density should be rezoned to medium density or lower, depending on existing land use.
10. Currently developed residential property west of Prospect Street should not be redeveloped to densities greater than those existing.
11. Planned Residential Developments or similar concepts should be encouraged by permitting densities approaching or reaching the maximum legally allowed in the underlying zoning commensurate with simultaneous provision of significant benefits to the public. Such benefits include significant visible open space left in a natural state or naturally contoured and landscaped areas. This does not include space devoted to traffic circulation, private recreation facilities, or small open spaces between buildings.
12. As cable television service and compact antennae become available, residents and developers should be encouraged to abandon present-day conspicuous antennas.
13. There may be significant geological faults within the La Jolla community as well as many other parts of San Diego. Therefore, the Seismic Safety Element of the City's General Plan including Geologic Hazard Maps should be consulted by applicants proposing developments in La Jolla.
14. Development, irrigation practices or access that would stimulate erosion of coastal bluff faces should be avoided.

COMMERCIAL ELEMENT

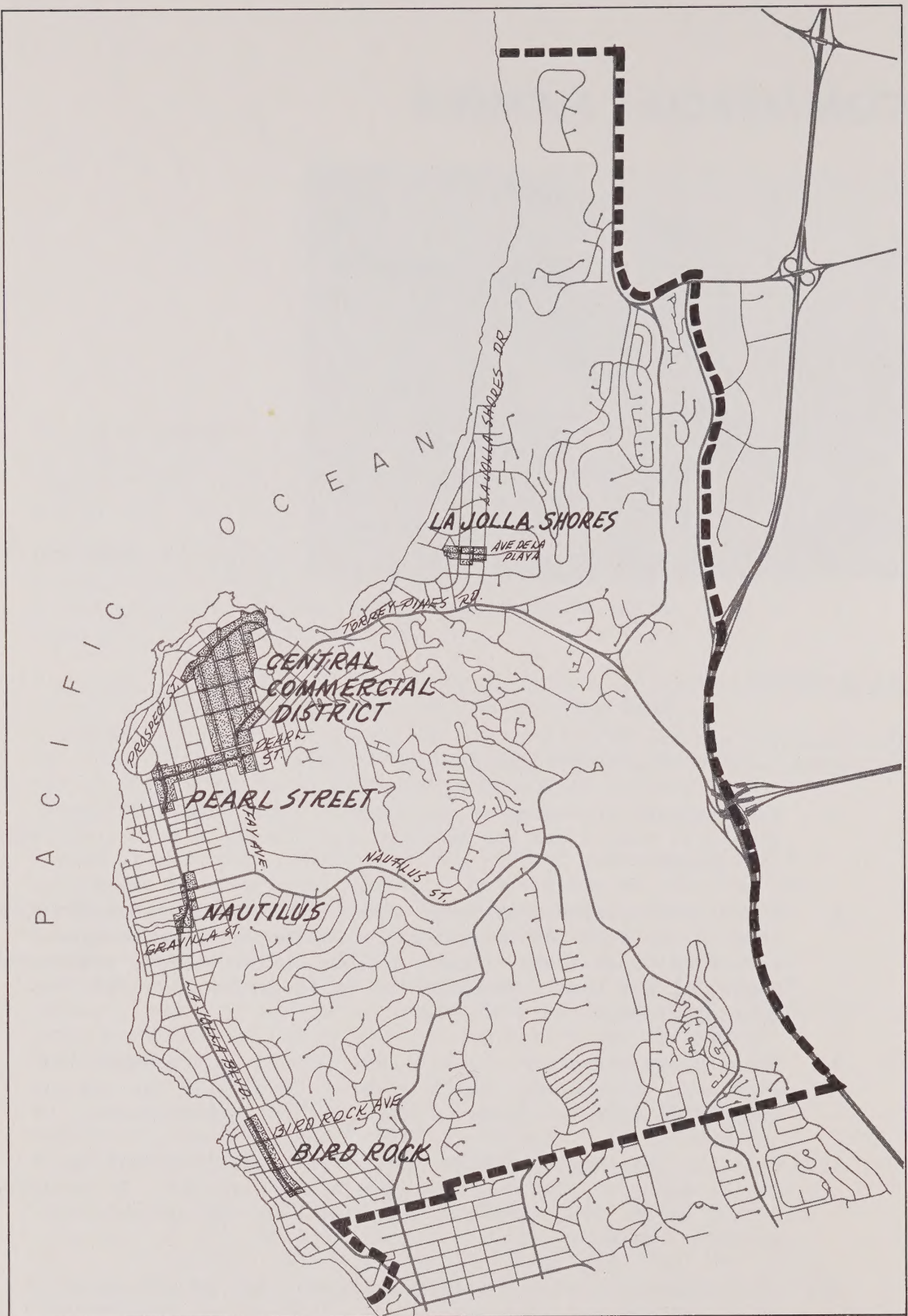


Pedestrian Activity on Prospect

OBJECTIVES

The following general objectives are the basis for the more specific recommendations of the Commercial Element:

1. The distinct character of the central commercial district should be maintained and enhanced and its pedestrian orientation increased.
2. To achieve a balance of uses in the central commercial district, retail, cultural and residential uses should be encouraged. Industrial uses should not be allowed in the central commercial district, nor should developments which increase traffic or parking problems.
3. Ocean views and other scenic vistas should be preserved and enhanced. Development which tends to "wall-off" the central commercial district from the ocean should be prevented.
4. Existing neighborhood commercial centers should primarily serve nearby residents and be pedestrian oriented. Each center should be an esthetically pleasing part of the neighborhood which it serves.
5. Visual attractiveness should be achieved and/or maintained in all commercial centers.
6. All commercial areas should remain compact and not sprawl into adjacent neighborhoods that are primarily residential.



COMMERCIAL CENTERS

COMMERCIAL CHARACTERISTICS

The following areas will be discussed in the Commercial Element:

1. The central commercial area generally north of Pearl Street, radiating from Girard Avenue and Prospect Street.
2. The Pearl Street area: Pearl Street and adjacent areas on intersecting streets.
3. The neighborhood commercial centers:
 - a) La Jolla Shores Commercial Center.
 - b) The Nautilus Street - La Jolla Boulevard area.
 - c) The Bird Rock area along La Jolla Boulevard.

The two primary commercial activities within the central commercial area are retail sales and services (clothing, food, appliances, furniture, housewares, art objects) and offices (corporate headquarters and branches, banking, insurance, investment, legal, medical and real estate). Residential uses are located throughout the area and include single family, apartments, hotels and motels. Industrial activities in the commercial area include manufacturing, warehousing, wholesaling, and trucking - all inappropriate in the Village. Facilities for the arts, music, dance and drama, education, religion, politics and recreation all contribute to a stimulating cultural environment.

Existing businesses within the Pearl Street area are primarily freestanding and dependent on direct automobile access (service stations, supermarkets, drive-in-restaurants). The area is not particularly attractive and adversely affects the adjacent residential neighborhoods. The neighborhood commercial centers (Bird Rock, Nautilus, La Jolla Shores) generally serve the daily needs of nearby residents and are in need of upgrading to become more attractive.

The facing map shows the location of commercial centers within the La Jolla community. There is also a sketch of existing conditions which generalizes the land use activities now found in the central commercial area.

A trend has developed toward making La Jolla an employment center based on office and professional uses. It has become increasingly difficult to maintain the balance of small shops and retail establishments catering to residents and visitors, that have always been one of the most attractive aspects of La Jolla.

Out-of-scale buildings have been constructed, primarily in the central area. These have resulted in adverse impacts on the appearance and character of the community.

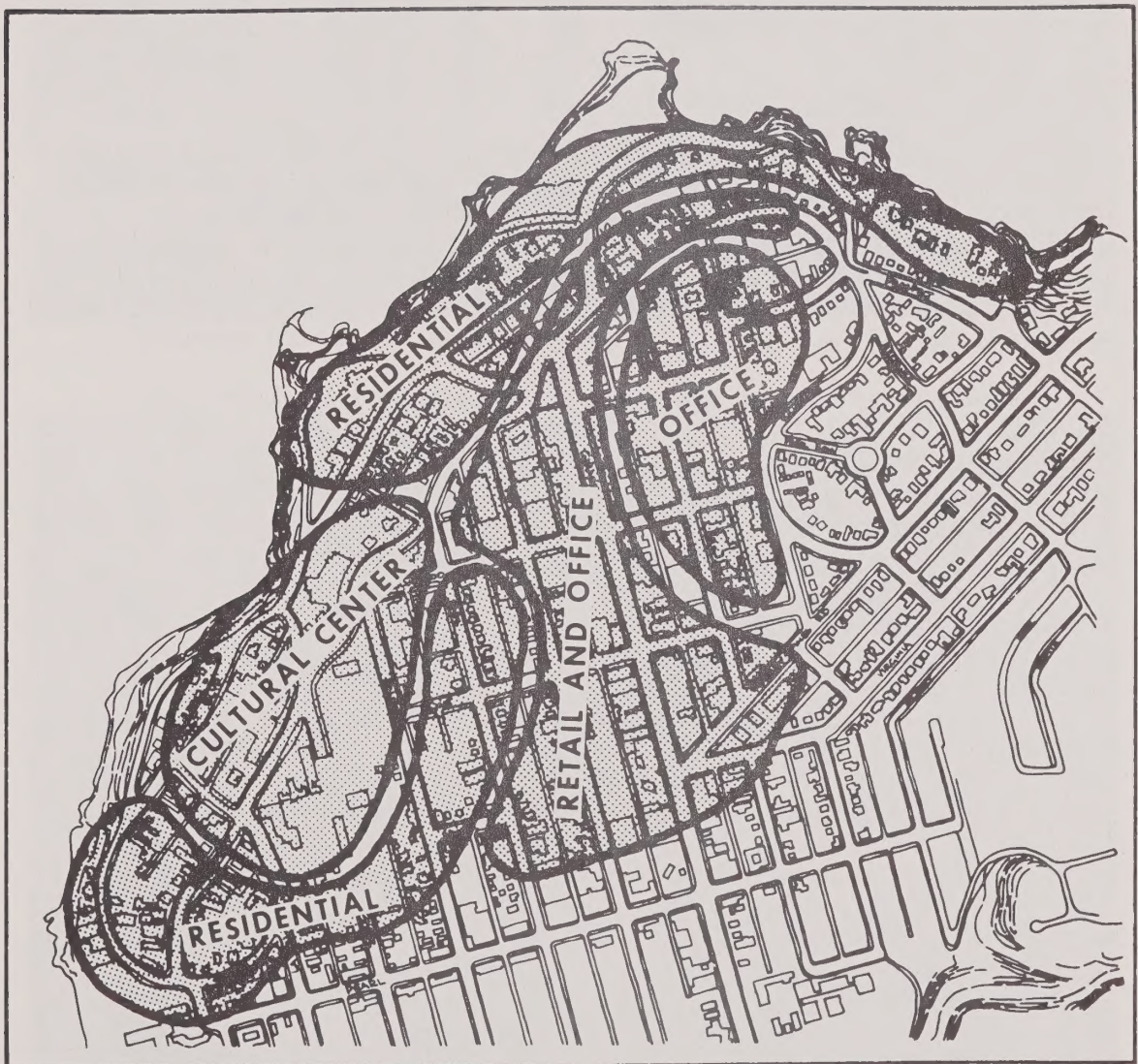
A large commercial center is expected to develop in the immediate future, south of the University of California, between Gilman Drive and the Interstate 5 Freeway. Although outside of the La Jolla planning area, it will be close enough to include both La Jolla Farms and La Jolla Shores in its service area. In addition, another large commercial center (University Town Center) is proposed east of Interstate 5. When constructed, the Town Center may draw shoppers from throughout La Jolla and might have a significant effect on business in the community.

Commercial Facts and Figures:

- Taxable retail sales totalled \$61.9 million in 1973, an increase of 18% over 1972 (\$52.3 million) and 46% over 1967 (\$42.3 million).
- There are 1,216,000 square feet of office space in La Jolla, an increase of 148% over 1967 (490,000). 78 percent is located in the central area.
- There are 140 net acres of commercially zoned land in La Jolla, 84 percent of which is presently being used commercially.
- There are 26 acres of industrial (M-1) zoning in the central area. Approximately one acre of this total is presently being used for industrial purposes.
- The need for additional hotel space as outlined in the 1967 La Jolla Community Plan has been satisfied by the construction of 300 new hotel units, 100 of these in the central commercial area.
- There are approximately 3300 parking spaces in the central commercial area. Approximately 2700 of these spaces are utilized by employees (primarily on-street) and approximately 600 are privately owned (off-street).



*Girard Avenue in the
Central Area*



Activities in the Central Commercial Area



Excessive Height and Bulk -- Prospect Street.



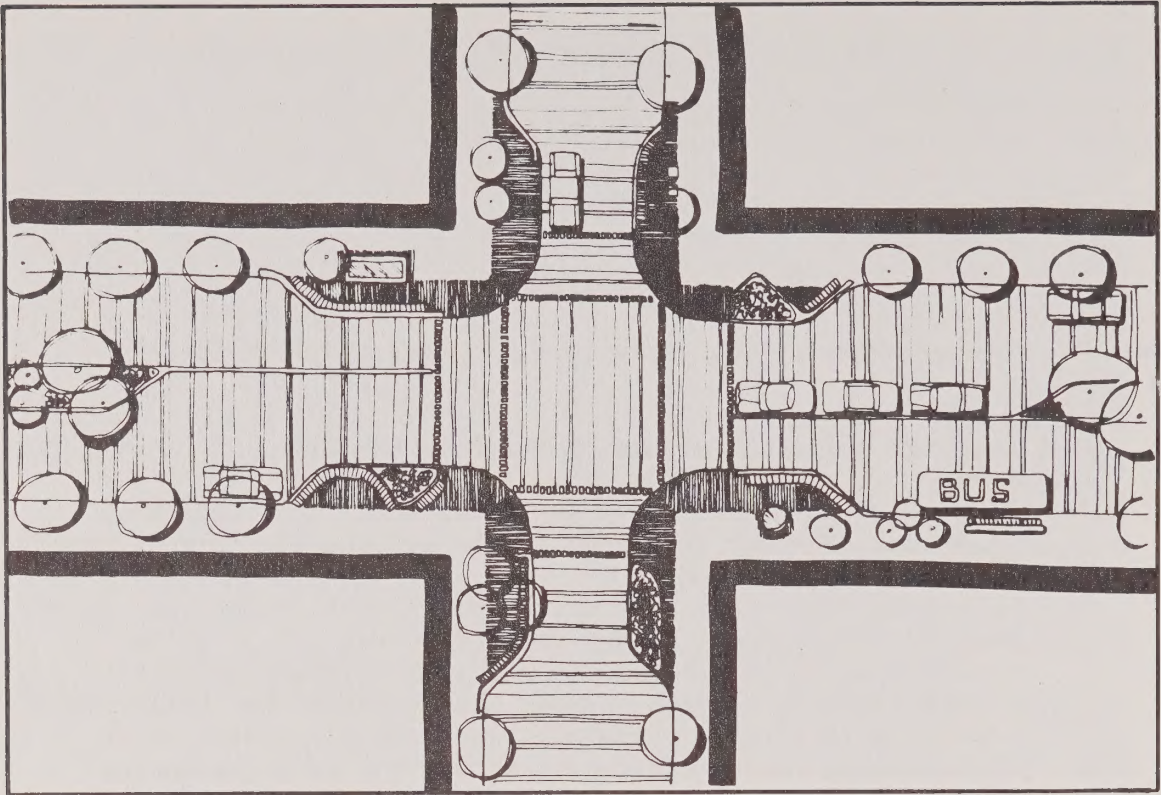
The International Shops -- Small Retail Establishments

RECOMMENDATIONS

All Commercial Areas

The following recommendations apply to all commercial districts in La Jolla.

1. No large buildings should be built in La Jolla.
2. The height and bulk of new buildings should be consistent with that of other buildings in the surrounding neighborhood.
3. A height limit of 30 feet should be maintained for the areas west of Torrey Pines Road, Prospect Street and La Jolla Boulevard. In commercial and multiple residential districts outside of this coastal fringe, the height of new buildings should be limited to three stories, with the exception of two multiple residential areas within the La Jolla Shores Planned District.
4. New office and professional buildings should be discouraged.
5. The maximum floor area ratio of new and remodelled office and professional buildings should not be greater than 2.0, and perhaps less. To encourage the development of retail and commercial uses, the allowed floor area ratio and parking requirements should be less restrictive than for office and professional uses.
6. There should be no increase in commercially zoned land except for a portion of the industrially-zoned area north of Pearl Street. Areas designated for commercial use should remain compact and not increase in land area or sprawl into adjacent residential neighborhoods.
7. Utility poles and lines should be placed underground at the earliest possible date.
8. Sign controls should be utilized. A goal of early voluntary compliance should be attempted.
9. Roof appendages on new construction or those resulting from remodelling, should be screened from public view. Such appendages include, but are not limited to, elevator penthouses, stair towers or ventilation equipment.



10. All major streets should be improved with pedestrian crosswalks and landscaping. (See above example)
11. Esthetic values should be accorded prime consideration in new construction and redevelopment. These considerations include landscaping, tree planting, provision of small open spaces, fountains, sculpture, kiosks, and other features.
12. Parking Recommendations.

Parking plans and proposals are a matter of community-wide concern. Accordingly, a parking plan for La Jolla with emphasis on the central area, should be developed and adopted. (See Implementation Section.) This parking plan should be completed within one year of the City Council adoption of the Community Plan.

Therefore, for a period not to exceed 12 months following said adoption, there should be no significant additions to or changes in parking facilities or patterns, provided that there shall be no net decreases in the number of parking spaces in the central area. In particular, the construction of surface parking garages or large parking lots should not occur in this interim period. Facilities considered appropriate during the interim include: (1) underground facilities accessory to the

buildings they serve, (2) small surface lots shielded from adjacent streets by heavy landscaping or intervening buildings. (A small lot may be considered as one not exceeding 7,000 square feet and accommodating a maximum of about 20 automobiles.)

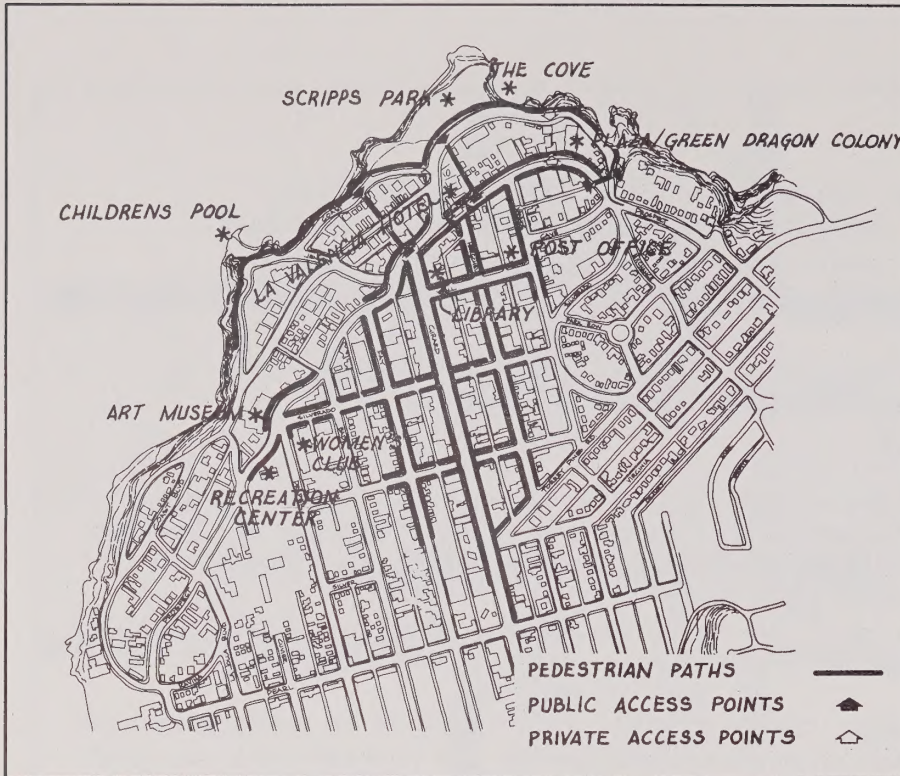
The objectives and principles of the plan should include the following concepts:

- a) Economic Viability. Parking should be sufficiently accessible to business establishments to assure continued financial success and perpetuation of these businesses as community resources.
- b) Cost Appropriation. The costs of parking should be borne by those who benefit from its existence.
- c) Amount of Parking. There should be no increase in parking spaces beyond the number essential for economy and convenience; or, that would increase traffic problems beyond a tolerable level. All of the possible negative and positive effects of increased parking spaces should be considered and weighed by the community as a whole.
- d) Design of Parking. Parking facilities should not become dominating or obtrusive parts of the civic landscape. Broad expanses of paved ground devoted to surface parking are highly undesirable in La Jolla. Surface parking should be effectively landscaped and/or otherwise screened from general view, except the perimeters occupied by other buildings. Parking structures above ground level should not be permitted, unless the ground floor is devoted to other uses and the higher floor (s) adequately screened from view.

(The costs of providing landscaping and/or other means of structural screening should be considered as necessary costs of the parking facility; rather than elective, and therefore, discardable cosmetic effects.)

- e) Use of Parking Facilities. If additional parking facilities are created in La Jolla, new spaces specifically for employees should be required. Employees of new business establishments should be influenced to park in the new parking facilities, to ease the burden on on-street spaces. Such inducements might include the following:

- Provision of free parking to employees, as a condition of approval for new parking facilities.
- Provision of peripheral parking facilities for employees, combined with a shuttle service to downtown La Jolla.



PEDESTRIAN ACTIVITY



Pedestrian Path -- Walkway Connecting Prospect Street and Coast Blvd.

The Central Area

Central La Jolla is a unique and charming place. Its many fine restaurants, offices, and high fashion and specialty shops serve the metropolitan area as well as the local community. The following recommendations are aimed at preserving and enhancing the Village atmosphere.

1. Residential and new office uses should be encouraged to locate on the upper levels of buildings. Desirable street level uses should be retail, personal or public service in nature.
2. The existing walkways connecting Coast Boulevard and Prospect Street should be more clearly identified to encourage their use. (See map explaining the pedestrian activity in the central area.)
3. Off-street parking in front of buildings should be discouraged. Drive-through businesses should not be permitted on major streets. When there is a possible alternative, access to parking facilities should not be allowed from major streets.
4. Curb cuts that conflict with pedestrian use of sidewalks should not be permitted on commercially zoned parcels fronting on Prospect Street, Girard Avenue and Wall Street. Elsewhere, curb cuts should be considered carefully before being allowed.
5. The area now zoned for industrial (M-1) use should be rezoned to commercial and medium density residential. That part which is contiguous to the residential area (approximately 50%) should be rezoned to residential; and that contiguous to the commercial area (approximately 50%), to commercial.
6. Rear alleys of retail establishments should be generally upgraded. Where the opportunity exists, alley access to retail establishments should be encouraged.
7. New buildings should be sympathetic to the scale and architectural heritage and vocabulary of the area.
8. A significant increase in the number of hotel/motel rooms in La Jolla could have the following adverse effects:
 - a) increase congestion
 - b) reduce residential character
 - c) tend to create a convention center

Therefore, a significant increase in hotel/motel rooms should not occur. Hotels/motels in the Residential Visitor Zone should be allowed to build to the maximum permitted in that zone. New hotel/motel rooms in Commercial Zones should be constructed only after it can be shown that incremental adverse effects are not significant. Convention and auditorium facilities in conjunction with hotels/motels should be discouraged.



La Jolla Shores Commercial Center



Bird Rock Commercial Center

Pearl Street

This commercial center is disorganized, congested and unsightly. The following recommendations are intended to upgrade the area.

1. Parking lots and auto-oriented businesses should be landscaped to screen them from passing motorists and pedestrians.
2. Adjacent residential areas should be protected from the influence of Pearl Street by dead-ending some residential streets.

Other Neighborhood Centers

The neighborhood commercial centers serve primarily as small neighborhood convenience centers. The following recommendations are intended to upgrade this primary function.

1. The La Jolla Shores commercial center should be maintained and developed in accordance with the La Jolla Shores Precise Plan and the La Jolla Shores Planned District Ordinance.
2. Businesses in the Bird Rock center should be encouraged to provide off-street parking which does not require curb cuts onto La Jolla Boulevard.
3. The land area of the Bird Rock and Nautilus commercial centers should be limited to the existing commercially zoned area.

CIRCULATION ELEMENT

Means of transportation are essential in maintaining La Jolla's vitality. These means must accommodate movement within, as well as movement to and from the community. It must be recognized that the private automobile is, at present, the most commonly used means of transportation and will probably remain so for several years. But the automobile is a mixed blessing. It's convenience is accompanied by significant adverse impacts. These impacts can be divided into the following categories:

- A. Direct Effects. The automobile creates air and noise pollution, displaces pedestrians and cyclists from places which might otherwise be used, and constitutes a safety hazard to people.
- B. Indirect Effects. Continued unlimited reliance on the automobile discourages alternate forms of transportation which might be more desirable. If it is relatively easy to drive to downtown La Jolla, workers and shoppers will be unlikely to make use of alternate means. Guaranteed a reasonable number of shoppers or clients, most businessmen would be reluctant to share the cost of alternate forms of transportation.
- C. Collateral Effects. Streets, freeways and parking spaces are needed to facilitate auto movement. However, such facilities are usually of economic and esthetic detriment to a community. It is expensive to construct and maintain a street, a parking lot, or a garage. In many cases, these facilities supplant more visually enhancing features of the urban setting (homes, shops, paths, grass, landscaping, etc.). Furthermore, streets and parking facilities often devalue surrounding property. Commercial frontage exclusively devoted to shops, is normally more financially viable than blocks interrupted by parking lots, driveways, etc.

Admittedly, an efficient and economical system for driving and parking automobiles in La Jolla must be derived. But such provisions must be preceded by careful evaluation of both the positive and negative effects of automobile transportation. Efficiency and economy of driving and parking are not the sole considerations in establishing a viable transportation plan for La Jolla. Furthermore, appreciable effects on traffic and parking patterns should be considered matters of community concern.



*Pedestrian-Automobile
Conflict*

OBJECTIVES

The objectives of this plan element are as follows:

1. The future development and/or evaluation of the traffic circulation and parking system within La Jolla should fully consider the interests of all groups in the community. Major circulation proposals should not be implemented unless publicly considered to be in the best interests of the community.
2. The future development of the La Jolla street system should emphasize the pedestrian and cyclist. Street construction and improvements should generally be limited to those necessary to improve safety, particularly the safety of pedestrians and cyclists, and those necessary within new housing developments.
3. Increases in congestion, noise and air pollution in La Jolla should not be tolerated. Developments which would have a significant adverse affect in these areas should not be constructed and all developments should be critically reviewed in this regard.
4. Alternate modes of transportation both within the community and to destinations beyond the limits of La Jolla are desirable and should be developed on a priority basis. These alternate modes should be coordinated with an overall parking plan.
5. The streets and roads within the community should be visually rewarding to the pedestrian, cyclist and the driver. Every effort must be made to landscape and restore cut slopes and fills created by road construction. Street furniture and graphics should be well designed and attractively placed.

EXISTING TRAFFIC

STREETS	Traffic Daily Volume (Trips/Day)	
	1973	1965
Ardath Road	27,000	(Not in Existence)
Torrey Pines Road		
West of La Jolla Shores Drive	41,000	18,100
East of La Jolla Shores Drive	14,000	11,200
Nautilus Street	6,000	3,800
La Jolla Shores Drive	12,500	4,400
Prospect Street	14,800	7,100
La Jolla Boulevard	25,000	28,000
Via Capri	4,000	1,500
La Jolla Scenic Drive North	4,200	800
La Jolla Mesa Drive	8,100	~5,700
Soledad Road }	~9,000	~3,000
Soledad Mountain Road }		

Source: Planning Department

EXISTING CONDITIONS

La Jolla Boulevard and Fay Avenue provide the only major access area to the central area from the south.

Soledad Road, Soledad Mountain Road, Via Capri, La Jolla Mesa Drive and Nautilus Street provide the primary access to residential areas in the uplands.

Access from the north is primarily by means of Ardath and Torrey Pines Roads, with La Jolla Shores Drive and La Jolla Scenic Drive serving as important secondary streets.

The older coastal plain is largely comprised of a gridiron local street pattern with alleys in most of the blocks. In the uplands, a curvilinear street pattern has been adapted to the topography.

Most streets and alleys in the community are improved.

Girard, Prospect and Wall Streets form an ideal pedestrian oriented system of stores and service establishments.

Existing traffic conditions are shown in the table above. Comparative data for 1965 are also shown.



*Automobile Congestion --
Prospect and Ivanhoe*

The enormous increase in street utilization in 1974 over 1965 is due in part to population increase (about 20%), but perhaps even more reflects two factors:

- 1) The construction of Ardath Road and the improvement of Torrey Pines Road, La Jolla Shores Drive, and La Jolla Scenic Drive have made it much easier to enter La Jolla.
- 2) La Jolla has emerged as a center for office and professional buildings, and there has been a large increase in the number of daytime employees who commute from outside the community.

The result of these changes has been excessive increase in noise level, air pollution and traffic congestion.

While significant street improvements have occurred since 1965, a similar regard for the cyclist and pedestrian has not been evident. For example, only within the last few months have a few well-marked bike paths emerged.

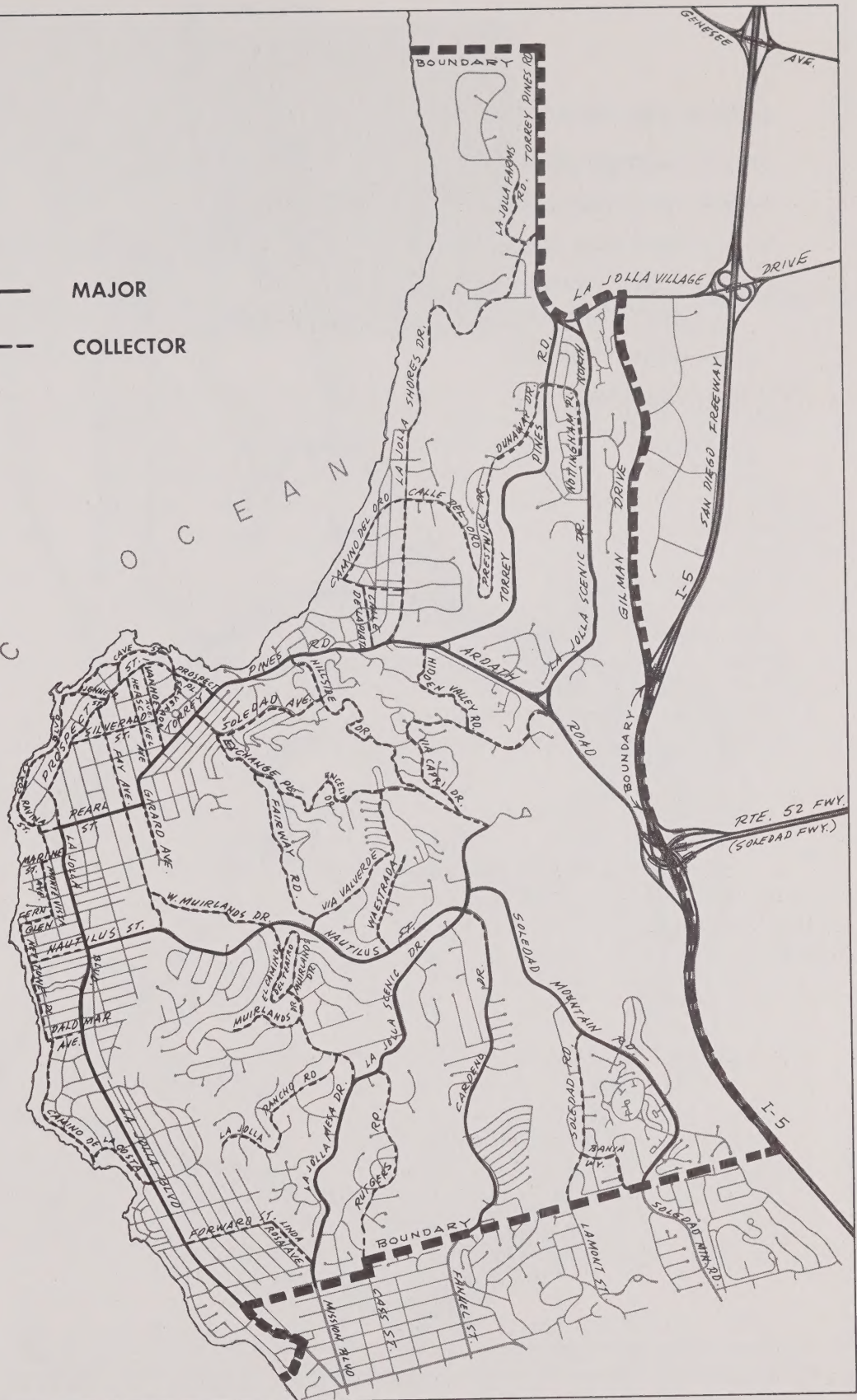
PROJECTED CONDITIONS

Using mathematical models and computer programs, together with many assumptions, it is possible to project the traffic which would exist in La Jolla in 1995. Some of the assumptions which were made recently in such a study were that land usage was consistent with the La Jolla Community Plan, that future driving habits were an extension or extrapolation of driving habits in the past, that significant changes in rapid and/or mass transit would not occur, and that an energy crisis would not significantly affect driving habits or modes of transportation. The most significant conclusion of this study was that traffic on Torrey Pines Road would reach 60,000 to 70,000 cars per day, almost twice the current level. Traffic on other streets would also be much higher than current levels but the increases were not as dramatic. An increase in traffic of such a magnitude over the next two decades would clearly alter the character of La Jolla in irreversible and undesirable ways. It must not be allowed to happen.

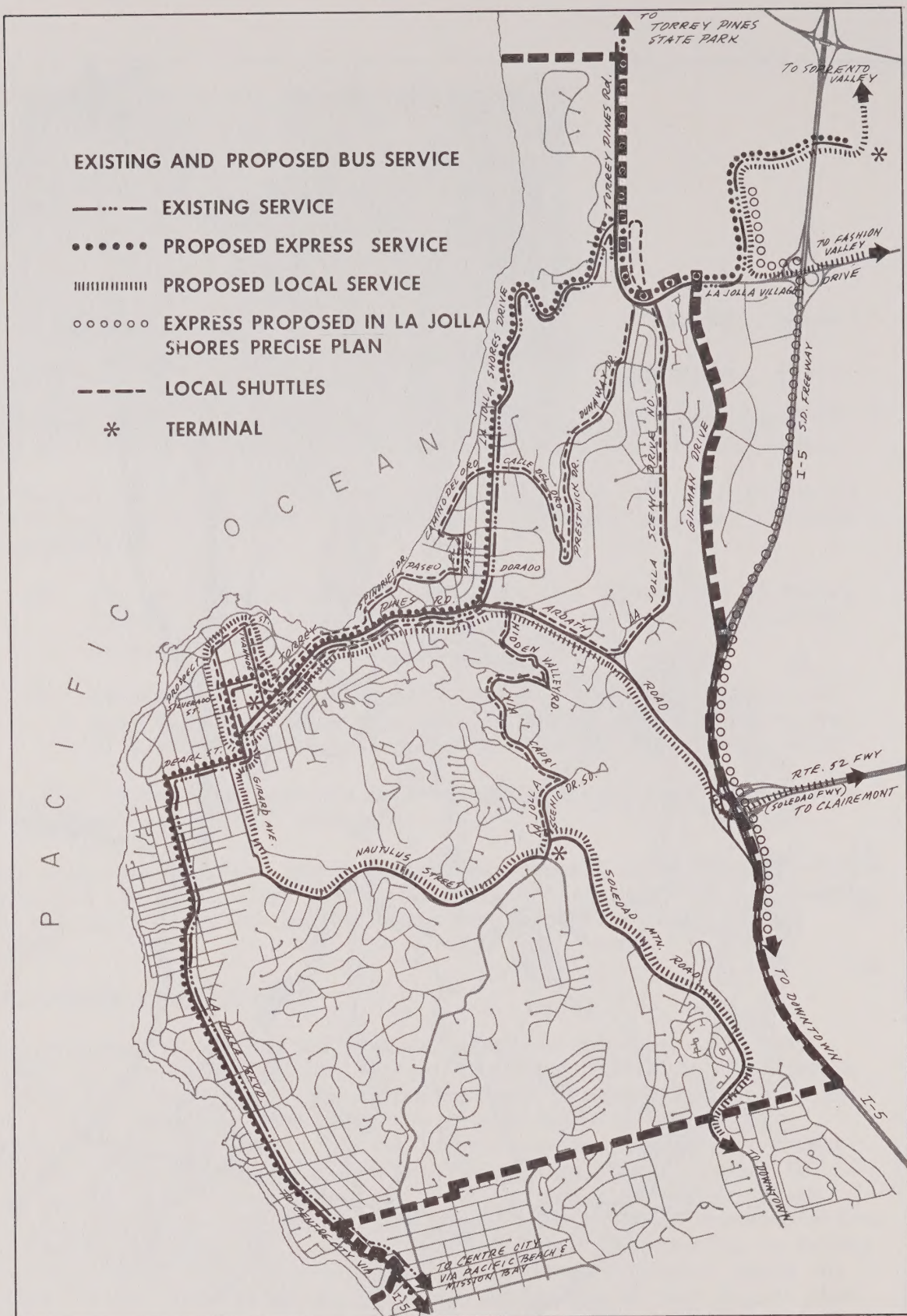
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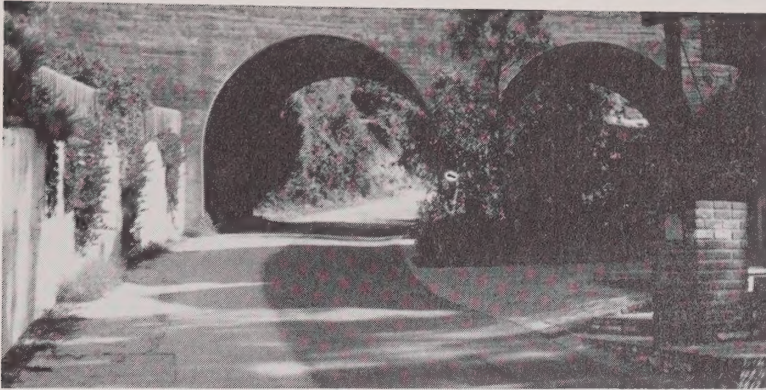
- MAJOR
- COLLECTOR



CIRCULATION



PUBLIC TRANSPORTATION



*A Human-Scale Streetscape --
Castellana Road*

RECOMMENDATIONS

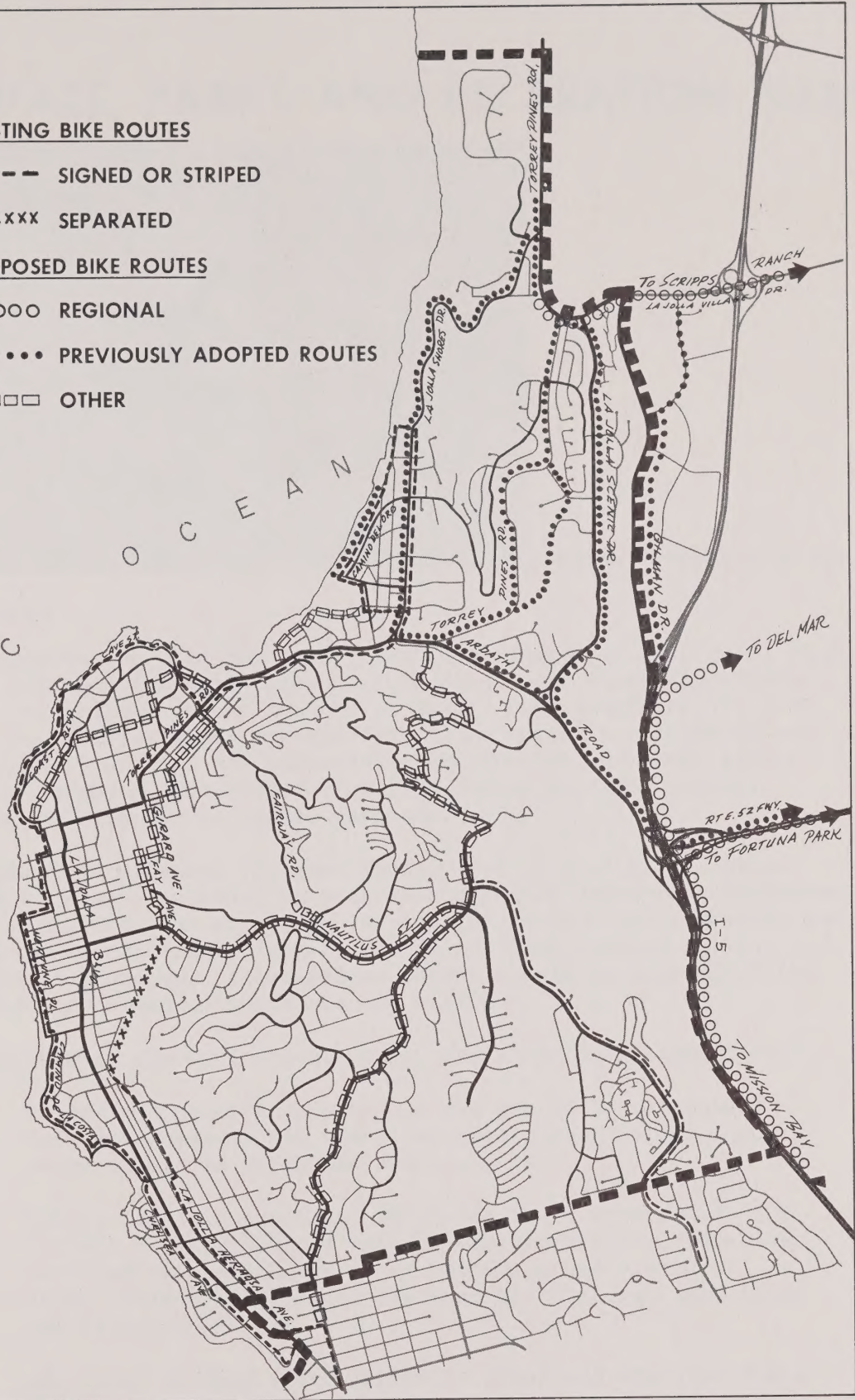
1. Major roadways and streets should not be improved or constructed for purposes of accommodating entry into or exist from La Jolla of more vehicles than are now being accommodated by existing roadways. Any future street construction that will facilitate or stimulate increased travel within La Jolla should be seriously questioned. Specifically, the Fay Avenue extension and the extension of La Jolla Scenic Drive South through Soledad Park should not be shown in La Jolla Community Plan and the General Plan for the City of San Diego. These roads may only be justified when the full impact of the potential development in the Muirlands has been analyzed and future travel patterns have been more clearly identified. If future driving habits, alternate modes of travel, and new patterns of land use prove ineffective in alleviating projected traffic congestion, then these major streets may again be seriously considered.
2. Developments within La Jolla should not be permitted if they would adversely affect pedestrian safety or mobility or significantly increase congestion, pollution, or noise.
3. Alternative transportation systems should be studied as possible long-term solutions to the automobile and its attendant problems. Peripheral parking areas coupled with some form of transportation to and from downtown La Jolla should be studied, particularly with respect to employees.
4. Public transportation between La Jolla and the remainder of metropolitan San Diego should be improved.
5. Priority should be given to improving the ease and enjoyment of pedestrian movement, including the establishment of walking and bike paths, distinctive and functional landscaped sidewalks in the commercial areas, and safer pedestrian rights-of-way near schools. Traffic volumes and speeds on roadways adjacent to La Jolla schools should be reduced to provide more safety for students.
6. Parking areas should be neatly landscaped and screened. The roadways within La Jolla should be aesthetically planned so as to be visually rewarding to the pedestrian, cyclist and motor vehicle operator.



Fay Avenue Bikeway

7. Traffic control devices should be used only where necessary for pedestrian, cyclist and motor vehicle safety.
8. Innovative circulation systems, particularly in the central commercial area, to facilitate automobile traffic and other modes of transportation and pedestrian movement should be studied. Circulation patterns in existing residential and commercial areas should be reviewed to seek ways to increase safety, reduce pollution and reduce congestion.
9. Additional motor vehicle parking in the central business area should not be required as a prerequisite to an improvement, such as remodelling. All present on-street parking should be retained. (More complete recommendations are contained in the Commercial Element).
10. The University of California at San Diego should require that all student, faculty and staff motor vehicles be parked on campus and not on public roadways. The University should also be encouraged to promote bus service and other transit systems, to bring about an overall reduction of University associated automobile traffic within La Jolla.
11. Existing and proposed bike routes should be separated where possible, to provide safety to both motorist and cyclist.
12. The intersection of Torrey Pines Road, Ardath Road and La Jolla Shores Drive could be modified to improve pedestrian safety, reduce auto congestion and facilitate bike travel. The redesign should be consistent with other recommendations of this section and should also consider the possible siting of a fire station in the area and a safer means for children to reach nearby Scripps Elementary School. Because this area forms an important entryway to La Jolla, it should be provided with a maximum amount of landscaped open space.

☐ ☐ ☐ ☐ OTHER



BIKEWAYS

OPEN SPACE, PARKS AND RECREATION ELEMENT



Ellen Scripps Cove Park

OBJECTIVES

For the purposes of this Plan, the term "open space" refers to all land which is not used for buildings, structures, or any other improvement intended for private use or commercial gain. More specifically, open space is any land or water surface that is essentially open or natural in character, and which has appreciable utility for parks and public recreation purposes, conservation of land, water or other natural resources, or historic or scenic purposes.

Because there is pressure for more intense use of land in La Jolla, all types of open space must be preserved wherever possible. Furthermore, La Jolla's character as an attractive seaside residential community and as a tourist attraction is largely due to its fine beaches, parks, and topographical features. These unique assets should be emphasized for the benefit of community residents and visitors.

The objectives of the open space, parks, and recreation element are:

1. La Jolla's relationship to the sea should be maintained. Existing physical and visual access to the shoreline and ocean should be protected and improved.
2. Recreation opportunities, which are based upon and do not detract from La Jolla's natural characteristics, should be provided to meet the needs of residents and visitors. These include the special needs of the elderly, minorities and children.
3. All forms of open space should be preserved where possible - beaches, parks, cliffs, scenic vistas, tidepools, coastal waters, canyons.
4. Visual attractiveness should be fostered.

EXISTING CONDITIONS

A variety of recreational activities take place in La Jolla. On the coastal plain and in the uplands recreational activities include bicycling, hiking, volleyball, jogging, tennis, swimming, golfing, park use, picnicking, scenic driving and cultural activities. Activities taking place along the shoreline and in the coastal waters include swimming and sunbathing, surfboarding, skin and scuba diving, surf and sport fishing, yachting and boating, and wildlife observation. The offshore waters also provide a site for scientific research.

La Jolla's parks are listed and briefly described in the following table. Total park acreage in the planning area is approximately 232 acres. Most of this acreage is made up of two large undeveloped parks, Soledad (120 acres) and La Jolla Heights (40 acres). The San Diego - La Jolla Underwater Park (5,900 acres) extends seaward one and one-half miles, encompassing the tide and submerged lands from La Jolla Cove to the northern City boundary at Torrey Pines State Reserve. The Scripps Marine Preserve is located within the Underwater Park. Smaller parks in the La Jolla area total approximately 72 acres. The entire park system is designated on the Open Space Map.

There are approximately 7.2 miles of coastline in La Jolla. The coastline is composed of high and low bluffs, sandy coves and beaches, rocky shores and tidepools. Some areas are sandy in the summer and rocky in the winter due to swell direction and movement of sand.

La Jolla is fortunate in possessing a large number of beautiful, well attended beach areas of several types. To alter the character of these beaches in any significant way would make them less desirable and less able to serve the general public. Beach attendance in the planning area grew from 1,733,000 in 1967 - 68, to 2,526,000 in 1972 - 73. The major share of these figures was attendance at La Jolla Shores Beach.

In addition to the open space preserved in existing parks, there is a large amount of privately owned undeveloped land in the natural state which contributes favorably to the appearance of the community. This open space is the result of large lot zoning, Planned Residential Development requirements, and the Hillside Review Zone.

LA JOLLA PARKS

NAME	ACRES	CLASS	DESCRIPTION
1. Coast Blvd. (B)	4.55	R	Improved shoreline park; rocky shore
2. Ellen Scripps Cove (C)	5.60	R	Improved shoreline park; rocky shore
3. Kellogg (Solana) (A)	15.42	R	Improved shoreline park; sandy beach
4. Community Center (B)	3.95	C	Recreation building; tennis courts; tot lot; athletic field
5. L. J. Strand (D)	.90	R	Rocky beach; low bluffs
6. L. J. Hermosa (A)	.30	R	Unimproved parcel; vegetated cliff
7. L. J. Heights (A)	40.53	R	Unimproved upland park; hilly; view
8. Soledad (A)	120.00	R	Unimproved upland park; view from summit; hilly
9. Pottery Canyon (A)	18.04	R	Undeveloped canyon
10. Hermosa Terrace (B)	.92	R	Rocky beach; low bluffs
11. Windansea (Neptune) (D)	2.77	R	Rocky beach; low bluffs; access stairs
12. Cliffridge (A)	10.96	N	Baseball fields; undeveloped slopes
13. Mata (C)	.50	-	Landscaped plaza
14. Nicholson's Point (B)	1.04	R	Rocky beach; limited access
15. Charlotte (C)	.16	R	Bluff top; steep cliff; unimproved; no access
16. Union Place Circle (C)	.10	-	Landscaped circle
17. S.D. - L.J. Underwater	5977.00	R	Offshore waters; part Marine Reserve
18. Ludington Hts. #1 (C)	.08	-	Landscaped
19. Ludington Hts. #2 (C)	.05	-	Brush covered
20. Coast Walk	5.87	R	Unimproved bluff walk; scenic vistas
*21. Tourmaline Surfing (D) Park	8.82	R	Steep cliffs; rocky shore
*22. Torrey Pines City (Ap)	510.66	R	Bluff tops; glider port; scenic vistas; golf course
*23. Villa La Jolla (D)	5.60	N	Unimproved
*24. Kate O. Sessions (A)	79.10	R	Partly improved; sloping; view

(A) Dedicated park (requires 2/3 vote to change status.)

(Ap) Partly dedicated.

(B) Deed Restriction (restricts property to park use only.)

(C) Acquired by subdivision, not owned in fee.

(D) Owned in fee and not dedicated.

R= Resource Based Park

C= Community Park

N=Neighborhood Park

*Adjacent to study area

Source: Parks Department
Planning Department



Access to the Shoreline -- Fern Glen and Neptune Place



One of the Fine Beaches

RECOMMENDATIONS

The recommendations of the Open Space and Recreation Element are:

1. The City's beach and park land along the shoreline should be expanded wherever possible.
2. Construction, grading, or improvements of any sort, except those mentioned in this Plan, should be discouraged at beach areas. Public access to the shoreline should be increased (or improved) wherever possible, and in particular, as shown in the table at the end of this section and on the Open Space Map.
3. No additional parking facilities should be provided adjacent to beach areas, with the possible exception of Torrey Pines City Park. If additional beach utilization is considered necessary, alternative methods of transportation must be explored.
4. New developments should not prevent or unduly restrict access to beaches or other recreational areas.
5. A connected system of shoreline walkways should be developed to extend from La Jolla Shores Beach to Hermosa Terrace Park.
6. All beach lands in the public domain should be dedicated or otherwise legally reserved as park area to assure future public usage.
7. Future development of facilities at Black's Beach should be minimal to preserve the existing natural environment.
8. Concessions and other forms of commercial activity should not be permitted on any beaches or in any parks, with the possible exception of Torrey Pines City Park.
9. There is a need for a population based neighborhood park in the Bird Rock-Muirlands area according to standards of the City's General Plan. Such a park should be provided, when and where feasible.
10. Portions of the vacant Fay Avenue right-of-way should be utilized for park purposes.
11. The La Jolla Community Center should be maintained as a focus for community recreation.
12. Public school sites should be utilized during off-hours for community recreation.
13. The land west of Torrey Pines Road formerly designated as a site for a theatre should be considered for retention by the City as a park or for other open space use.

14. The undedicated portion of Torrey Pines City Park should be dedicated. There should be a plan developed for Torrey Pines City Park to provide for a combination of the following:
 - a) golf
 - b) model airplanes
 - c) gliders
 - d) hang gliders
 - e) sight-seeing
 - f) parking
 - g) beach access
 - h) tennis courts
 - i) playing fields
15. Soledad and La Jolla Heights parks should remain in their natural state. No developments or improvements should be permitted which would detract from their natural appearance.
16. The ocean and submerged lands within the jurisdictional limits of San Diego should be preserved in their natural state. Plant and marine life in tidepools and offshore waters should be protected from environmental degradation.
17. Small landscaped plazas or open areas for passive relaxation and visual enhancement should be provided wherever possible throughout the community.
18. Slopes of 35% or greater should be acquired and retained in their natural state.
19. If slopes of 35% or greater are ever developed the density should be very low, with minimum cutting and filling.
20. If it becomes necessary to construct utility equipment or facilities in any park or open space area; all such facilities should be placed underground and the land returned to its natural state. All existing facilities should also be placed underground.
21. A street tree planting and beautification program should be promoted. Existing street trees should be protected against removal.
22. Public and private developers should be encouraged to maintain existing trees if they offer some redeeming visual, environmental or historic significance. Where removal is unavoidable, replacement should be encouraged at alternate locations.



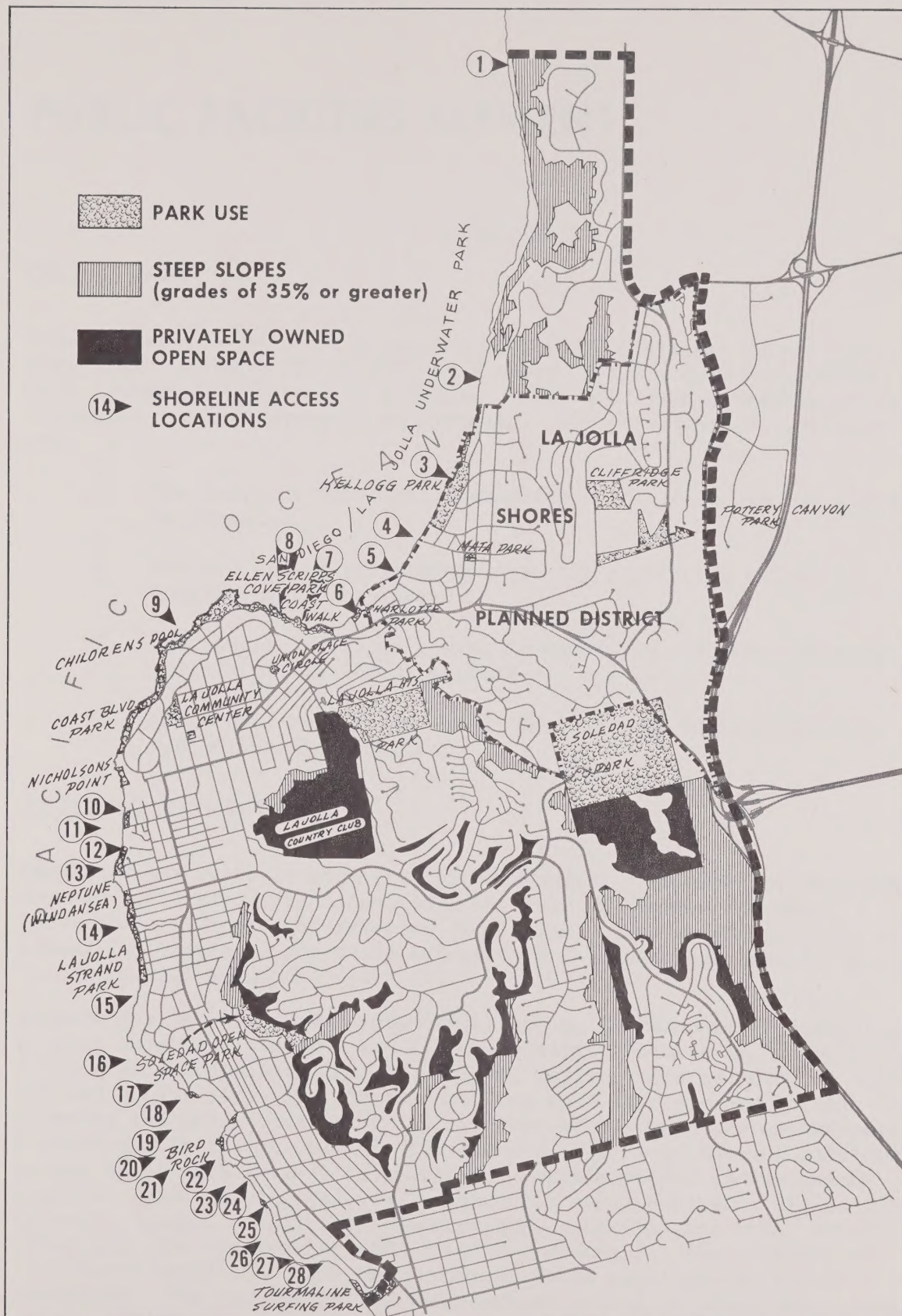
*Small Landscaped Plaza
on Wall Street*

23. Criteria for the selection of scenic vistas should be formulated and utilized. Outstanding scenic vistas should be preserved. These should include:
- a) Mt. Soledad
 - b) Torrey Pines City Park
 - c) Coast Walk
 - d) La Jolla Shores Dr. (looking south from the vicinity of Scripps Institute)
 - e) Charlotte Park
 - f) City-owned land (pueblo land) adjacent to Soledad Park
 - g) Pottery Canyon Park (above Gilman Dr.)
24. The dividing strips on the south and north side of Ardath Road should be landscaped.
25. That portion of the triangular parcel bounded by Ardath Road, Torrey Pines Road, and Ardath Lane not devoted to other public uses, should be retained in public ownership as open space.
26. The following parcels should be retained for open space purposes:
- a) Center strip of La Jolla Scenic Drive North with eucalyptus trees.
 - b) Strip on west portion of North Torrey Pines Road with eucalyptus trees.
 - c) Triangle at junction of La Jolla Scenic Drive North and La Jolla Village Drive.
27. The land occupied by the La Jolla County Club should be maintained as open space.

SHORELINE ACCESS LOCATIONS*

NUMBER	DESCRIPTION	RECOMMENDATION
1	BLACK'S BEACH ACCESSSES. MOST HEAVILY USED ACCESS AT PRESENT IS CLOSED ROAD AT INTERSECTION OF L.J. FARMS RD. AND BLACK GOLD RD. ALSO USED IS VACANT LOT TO CANYON WEST OF LA JOLLA FARMS RD., BUT ACCESS IS PRECIPITOUS.	CITY SHOULD TRADE FOR THE BOX CANYON LAND ABOVE BLACK'S BEACH. THIS LAND WOULD PROVIDE ACCESS AND BECOME PART OF TORREY PINES CITY PARK.
2	ACCESSSES AT SCRIPPS INSTITUTE OF OCEANOGRAPHY.	CONTINUE TO PROVIDE OPEN ACCESS TO THE PUBLIC.
3	KELLOGG PARK - LA JOLLA SHORES BEACH. ACCESS OPEN.	MAINTAIN OPEN ACCESS.
4	BOAT LAUNCHING RAMP AT END OF AVENIDA DE LA PLAYA.	CONTINUE PRESENT USE.
5	PAVED WALK AT SOUTH END OF BEACH AND TENNIS CLUB. DEDICATED WALK.	NEEDS SIGNING.
6	CHARLOTTE PARK AT THE FOOT OF CHARLOTTE STREET. ACCESS TO CLIFF PARK IS BLOCKED BY HOUSE.	A DEDICATED WALK SHOULD EXTEND FROM TORREY PINES RD. IF HOUSE IS REMOVED AND LAND REVERTS TO CITY.
7	COAST WALK. SCENIC OVERLOOK ON TOP OF CLIFFS. NO ACCESS DOWN. DEDICATED WALK.	BEGINNING OF COAST WALK AT TORREY PINES RD. SHOULD BE BETTER IDENTIFIED. BLUFF EDGE IS DANGEROUS FOR THE UNWARY. REPLACE BURNED STEPS AT FOOT OF PARK ROW.
8	CAVE STORE ACCESS TO GOLDFISH POINT AREA.	LEAVE UNIMPROVED, CONSISTENT WITH SAFETY.
9	LA JOLLA COVE TO WHALE VIEW POINT (ELLEN SCRIPPS PARK, COAST BLVD. PARK.) UNINTERRUPTED OPEN ACCESS.	MAINTAIN OPEN ACCESS.
10	MARINE ST. ACCESSSES. STAIRWAY AT END OF MARINE ST. AND PAVED WALK AT END OF VISTA DEL MAR. HEAVILY UTILIZED FOR BEACH ACCESS.	MAINTAIN PRESENT ACCESS.
11	END OF SEA LANE. DEDICATED STREET. ROAD EXTENDS DOWN TO BEACH.	MAINTAIN ACCESS.
12	AT END OF VISTA DE LA PLAYA. DEDICATED WALK. PAVED TO BEACH.	NEEDS SIGNING AT BEGINNING OF WALKWAY AND ON MONTE VISTA.
13	FERN GLEN AND NEPTUNE PLACE. MAINTENANCE ROAD LEADS TO BEACH. ACCESS TO NEPTUNE PARK.	ROAD SHOULD REMAIN OPEN.
14	WINDANSEA AREA. OPEN ACCESS (WESTBOURNE TO PALOMAR).	MAINTAIN ACCESS.
15	PAVED WALK OFF CAMINO DE LA COSTA (AT WINAMAR).	SHOULD BE DEDICATED AND IDENTIFIED WITH SIGN.
16	CORTEZ PLACE, OFF CAMINO DE LA COSTA. DEDICATED STREET. PATH TO SMALL COVE. NOT WELL UTILIZED.	NEEDS SIGNING. LEAVE UNIMPROVED.
17	MIRA MONTE PLACE, OFF CAMINO DE LA COSTA. DIRT PATH. EXCELLENT ACCESS. DEDICATED STREET. NOT WELL UTILIZED.	NEEDS SIGNING. LEAVE UNIMPROVED.
18	END OF CAMINO DE LA COSTA. ADEQUATE ACCESS WITH GENTLE PATH TO SMALL BEACH. CAN GET TO BIRD ROCK COVE AT LOW TIDE. BEACH UTILIZED.	MAINTAIN PRESENT CONDITIONS. VACANT PARCEL NOT NEEDED FOR ACCESS, BUT POSSIBLY FOR PARK.
19	COSTA PLACE, OFF CAMINO DE LA COSTA. DEDICATED STREET USED FOR DRAINAGE AND OVERGROWN WITH REEDS. ADJOINING VACANT LOT HAS PATH TO BIRD ROCK COVE.	ASCERTAIN NEED FOR IMPROVED ACCESS AT THIS POINT. PROBABLY SHOULD LEAVE AS IS.
20	LA JOLLA HERMOSA PARK AT CAMINO DE LA COSTA AND CHELSEA AVE. UNIMPROVED WITH VEGETATION IMPEDING ACCESS. STEEP CLIFF.	CONSIDER IMPROVING BY REMOVING BRUSH, LANDSCAPING AND BUILDING ACCESS STAIRWAY.
21	MOSS LANE OFF DOLPHIN PL. DEDICATED STREET. DIRT PATH ADJACENT TO VACANT LOT. SAFE ACCESS NOW PROVIDED BY STAIRS CUT IN CLIFF.	NEEDS SIGNING TO BE MORE UTILIZED.
22	BIRD ROCK AVE. DEDICATED STREET. STAIRWAY TO TIDEPOOLS.	MAINTAIN AS IS.
23	END OF CHELSEA PLACE. DEDICATED STREET. FENCED.	SHOULD LEAVE AS IS.
24	END OF FORWARD ST. DEDICATED STREET. FENCED.	NEEDS STAIRWAY FOR SAFE ACCESS.
25	END OF MIDWAY ST. DEDICATED STREET. FENCED.	NEEDS STAIRWAY FOR SAFE ACCESS.
26	VACANT LAND WEST OF CHELSEA AVE. (BETWEEN MIDWAY AND SAN COLLA STS.) CALUMET PARK SUBDIVISION.	SUBDIVISION SHOULD HAVE MINI-PARK PROVIDING BEACH ACCESS AND PUBLIC WALKWAY ALONG BLUFF.
27	CITY EASEMENT AT BANDERA ST. AND SEA RIDGE DR. DIRT PATH BETWEEN HOUSES NOW LEADS TO STEEP CLIFF.	SHOULD BECOME DEDICATED WALK. NEEDS SIGNING AND STAIRWAY TO BEACH.
28	LINDA WAY, OFF SEA RIDGE DR. DEDICATED STREET. PATHWAY LEADING TO BEACH.	MAINTAIN ACCESS.

* NUMBERS ARE SHOWN ON OPEN SPACE MAP.



OPEN SPACE

PUBLIC FACILITIES ELEMENT

SCHOOLS

OBJECTIVES

Schools exist to help all students realize their highest educational potential. Schools should promote a sense of responsibility toward self, others and society as a whole. This is of utmost importance in fostering a sound community environment. The objectives for schools are:

1. The scope of educational programs at La Jolla schools should be expanded.
2. Schools should serve as a focus for activities of the neighborhoods they serve.
3. The resources of the community should be used for learning outside of the school setting.
4. The school population should develop more ethnic, economic and cultural diversity.

EXISTING CONDITIONS

Education has recently undergone great changes. The scarcity of funds for new facilities will undoubtedly increase the demand for more intensive utilization of existing facilities. Year-round operation of school facilities is now being extensively discussed and studied by the San Diego Unified School District.

Schools are beset with many problems relating to financing, discipline, program material, planning and accountability. Changes in educational techniques and emphasis have significant implications relating to land use and social planning. It is also true that land use and social planning can have significant implications with respect to educational techniques. It is not unusual, for example, for large housing developments to get built with inadequate provisions for elementary and secondary schools. This usually results in temporary and undesirable dislocations in nearby school facilities. Furthermore, questions are being raised concerning the appropriate size of school districts, the rigidity of attendance boundaries, and the number of years required for formal education. The concept of the neighborhood school is being questioned.

SCHOOL ENROLLMENT			
Public Schools	Present Enrollment Oct. 5, 1973	Projected Enrollment 5 Year	Net Usable Acres
Bird Rock Elem.	288	267	4.8
Decatur Elem.	526	449	8.3
La Jolla Elem.	548	426	7.5
Scripps Elem.	297	360	5.4
Torrey Pines Elem.	452	470	8.0
Pacific Beach Elem.*	509	463	7.4
Muirlands Jr. High	1,326	1,263	12.3
Pacific Beach Jr. High*	1,374	1,302	13.4
La Jolla High	1,428	1,458	14.4
Mission Bay High*	1,351	1,315	35.9
TOTALS	8,099	7,773	117.4

Private Schools	Enrollment Jan. 1974	Acres
Bishop's School and San Miguel School	340	10.0
Evans School	70	.2
Stella Maris Academy	275	.3
All Hallows School	250	1.7
La Jolla County Day*	480	24.0
TOTALS	1,415	36.2

* Not in La Jolla, but attended by La Jolla residents.

Source: San Diego Unified School District
Planning Department

A major problem in providing new and replacing substandard facilities is lack of financial support. As a consequence of bond election failures, no new classrooms are being constructed at the present time, except for the replacement of schools built before the 1933 Field Act specified earthquake safety standards. Physical education activities are being conducted in inadequate space.

Another problem is racial imbalance. All but one of the schools in La Jolla are racially imbalanced, a condition that primarily relates to housing patterns. The San Diego Unified School District maintains open enrollment. Open enrollment means that students are permitted to attend schools outside of their local district if overall racial balance is enhanced. Under this program, students from other parts of the City attend Muirlands Junior High and La Jolla High Schools.

Enrollments at several La Jolla schools are expected to increase during the next several years (Decatur, Scripps, Torrey Pines, Muirlands Junior High, La Jolla High). At others, enrollment will probably decrease (Bird Rock and La Jolla elementaries) or remain static. In order to compensate for these changes, altering of school terms, staggering of school hours, and/or adjusting of school boundaries may be considered by the School District if the need arises.

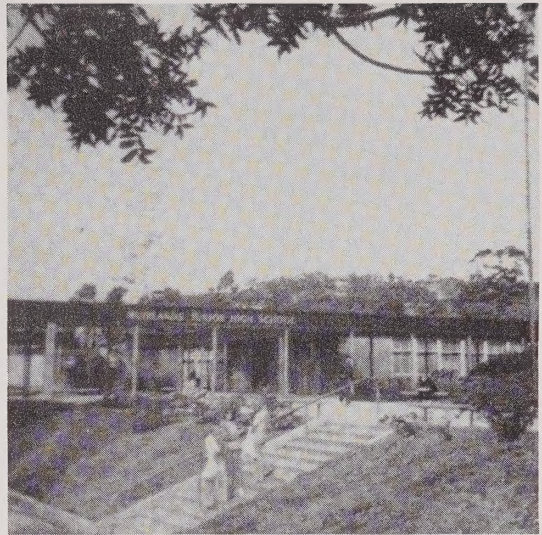
SCHOOL STANDARDS		
School	Enrollment	Site Size
Elementary	500-750	10 acres
Junior High	1,000-1,500	25 acres
Senior High	1,500-2,000	40 acres
Source: San Diego Unified School District City of San Diego General Plan		

The School Enrollment table is an inventory of current enrollments, officially projected enrollments and respective site sizes for all public and private schools in La Jolla. Although the projected enrollments reflect the most recent thinking of the School District, they should be considered subject to revision. Students may be bussed into La Jolla from adjacent residential (e.g., Mira Mesa) areas if schools are lacking in those areas. It is also possible that population increases resulting from future development in La Jolla will increase enrollments at several schools for which decreases are projected.

The table above lists optimum enrollment and site size based on current standards recommended by the School District. There are no schools in La Jolla which meet these standards and most schools are far below the suggested minimum site sizes per enrollments.



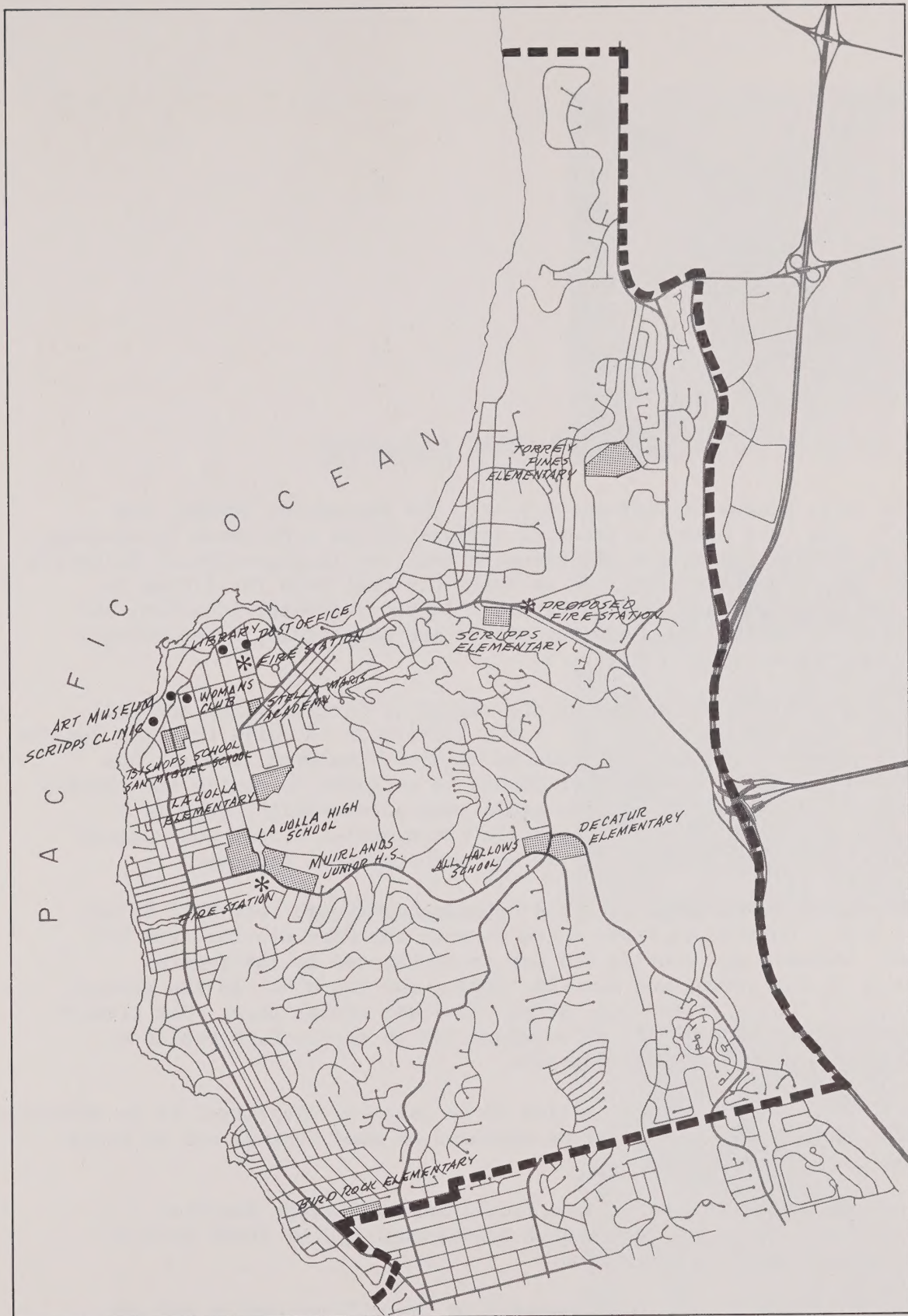
Scripps Elementary School



Muirlands Junior High

RECOMMENDATIONS

1. All schools should be provided with necessary permanent facilities. Portable classrooms should not exceed a number consistent with maintaining completely adequate permanent facilities (e.g. cafeterias, libraries, shops, laboratories, etc.) and recreational open space.
2. The physical character of schools should continue to blend with surrounding neighborhoods, by maintaining low-rise structures and open areas between buildings.
3. School boundaries should be flexible to adjust to overcrowded conditions or declining enrollment.
4. Bicycle routes and walkways to each school site should be established and maintained.
5. School buildings should be used for educational, recreational and cultural purposes.
6. Parking at secondary school sites should not be permitted to intrude into adjacent neighborhoods.
7. The physical education area at Bird Rock Elementary School, Muirlands Junior High and La Jolla High Schools are below minimum site size standards and should be expanded in the future.
8. An auditorium should be provided for La Jolla High School.
9. Excessively large classes should be avoided unless part of a planned program.



SCHOOLS & OTHER FACILITIES

OTHER PUBLIC FACILITIES

The La Jolla Museum of Contemporary Art, the Recreation Center, the Woman's Club, the Bishop's Schools, Scripps Clinic & Research Foundation, and two large churches are all situated near the intersection of Silverado Street and Prospect Street. It is desirable that such facilities be encouraged to continue their activities in their present location, and that similar facilities whose activities are compatible, be encouraged to locate there in the future.

The public library is located at the corner of Girard Avenue and Wall Street. This has been the site of the library in La Jolla for many decades and the present building, designed by William Templeton Johnson, was dedicated in 1921. Every effort should be extended to retain the library at this location, as its use and pedestrian accessibility make it a highly desirable attribute to La Jolla's commercial center and because the building itself is of historic and architectural interest.

The fire station has been situated on Herschel Avenue near Wall Street, since 1937. Current city plans are to move the fire station from its present location and provide two new stations; one in the general vicinity of Fay Avenue and Nautilus Street and the other in the general vicinity of Torrey Pines Road, Ardath Road and Ardath Lane. The present Herschel Avenue site should be retained for an appropriate public or quasi-public use, if at all possible.

The current level of police service in La Jolla is considered to be adequate. However, police service should be expanded as need demands and as budget permits.

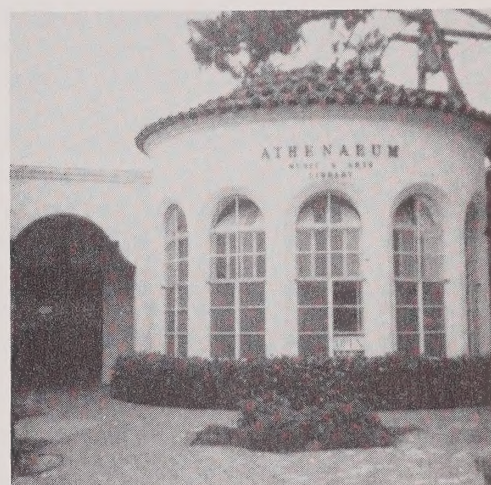
La Jolla is served by the medical facilities at Scripps Memorial Hospital, Scripps Clinic & Research Foundation, and by other medical facilities in nearby communities.

The La Jolla Post Office is an amenity to the village center and its present location should be retained as an important asset to the La Jolla community. A new postal annex to be located in the central area will supplement the existing Post Office.

The Library



The Athenaeum



The Post Office



COMMUNITY RESOURCES*

BACKGROUND

We now live in an era marked by rapid change. Our familiar surroundings and old structures are being altered and replaced at an unprecedented rate. It is becoming increasingly difficult to see our position clearly with regard to past, present and future. We need a means of recognizing and preserving our cultural and physical roots. We need to have a higher regard for our older buildings and other historical features.

At some point in time, certain buildings, trees, street lamps and other objects transcend their value as pieces of real estate or functional objects and become symbols of greater depth and meaning to the people of a community. They become reference points for changing daily life. Additionally, these elements have a unique capacity to contribute to the total environmental quality of a place because of the variety in scale and texture which they provide in the urban landscape. In so doing, they are as important as schools, roads, parks and churches.

La Jolla is fortunate to be endowed with numerous community resources. Many of these are older buildings constructed when the community was a small village. These buildings are diverse in architectural style and reflect the works of many architects and designers. The central La Jolla area contains a particularly fine selection of buildings designed by Emmor Brooks Weaver, William Templeton Johnson, Carlton M. Winslow and Irving Gill, one of California's most noted architects. Archaeological resources may also be important cultural and historical focal points. They are an integral and non-renewable portion of the environment of La Jolla. The information derived from archaeological resources serves to extend the thread of cultural awareness from our own time to the earliest human settlements.

This chapter points up some of the more vulnerable and important sites and buildings so that preservation efforts can begin now rather than after demolition is scheduled. Despite the number of historical buildings in La Jolla and their significance, only five sites have been officially registered by the San Diego Historical Sites Board.

*Community resources are visual, cultural and historical focal points within a community. They may be natural or man-made.



Community Center

HISTORICAL SITES REGISTRATION

By the San Diego City ordinance creating a Historical Sites Board, Historical Sites are defined as being: "Any site (including significant trees or other plant life located thereon), building, structure or mark of historical significance due to its association with such things as noted past events, historical persons, or distinguishing architectural characteristics." When a building is added to the register of historical sites, demolition, alteration, or removal can be delayed for up to one year.

The following La Jolla sites have been formally registered as Historical Sites:

- (1) La Jolla Woman's Club (Irving Gill - 1913)
- (2) Green Dragon Colony (Anna Held, Carpenters, and Gill, one cottage - 1894). (The property, but not the buildings, has been registered as a historical site).
- (3) La Jolla Community Center (Gill - 1914).*
- (4) Red Rest and Red Roost Cottages.
- (5) Tyrolean Terrace (property and not the buildings).

* Publicly owned (remainder privately owned)



Woman's Club



Green Dragon Colony

RECOMMENDATIONS

1. Community resources provide scale and character to La Jolla. Future planning efforts should specifically provide for their preservation and enhancement.
2. Proposed construction adjacent or in significant proximity to community resources should be sympathetic in scale and character.
3. When formulating architectural or commercial signing standards for the core area, planners and designers should look to the more traditional styles of architecture represented in La Jolla for inspiration. Imitations are not desirable.
4. The La Jolla Shores Planned District Advisory Board or any future community planning organization should consult on a regular basis with representatives of the La Jolla Historical Society, San Diego Historical Site Board or any other locally active preservation group.
5. Tax benefits or other incentives should be found to preserve and restore community resources (property and improvements).
6. Prior to alterations of previously undisturbed land in La Jolla, the project proponent should consult with the City Planning Department to determine the property's potential for archaeological resources. On particularly sensitive parcels this consultation may result in a recommendation to conduct an archaeological survey of the site prior to development. Archaeological resources discovered by accident should be immediately reported to qualified authorities such as the Museum of Man or the San Diego State University Department of Anthropology.

Registered Historical Sites.

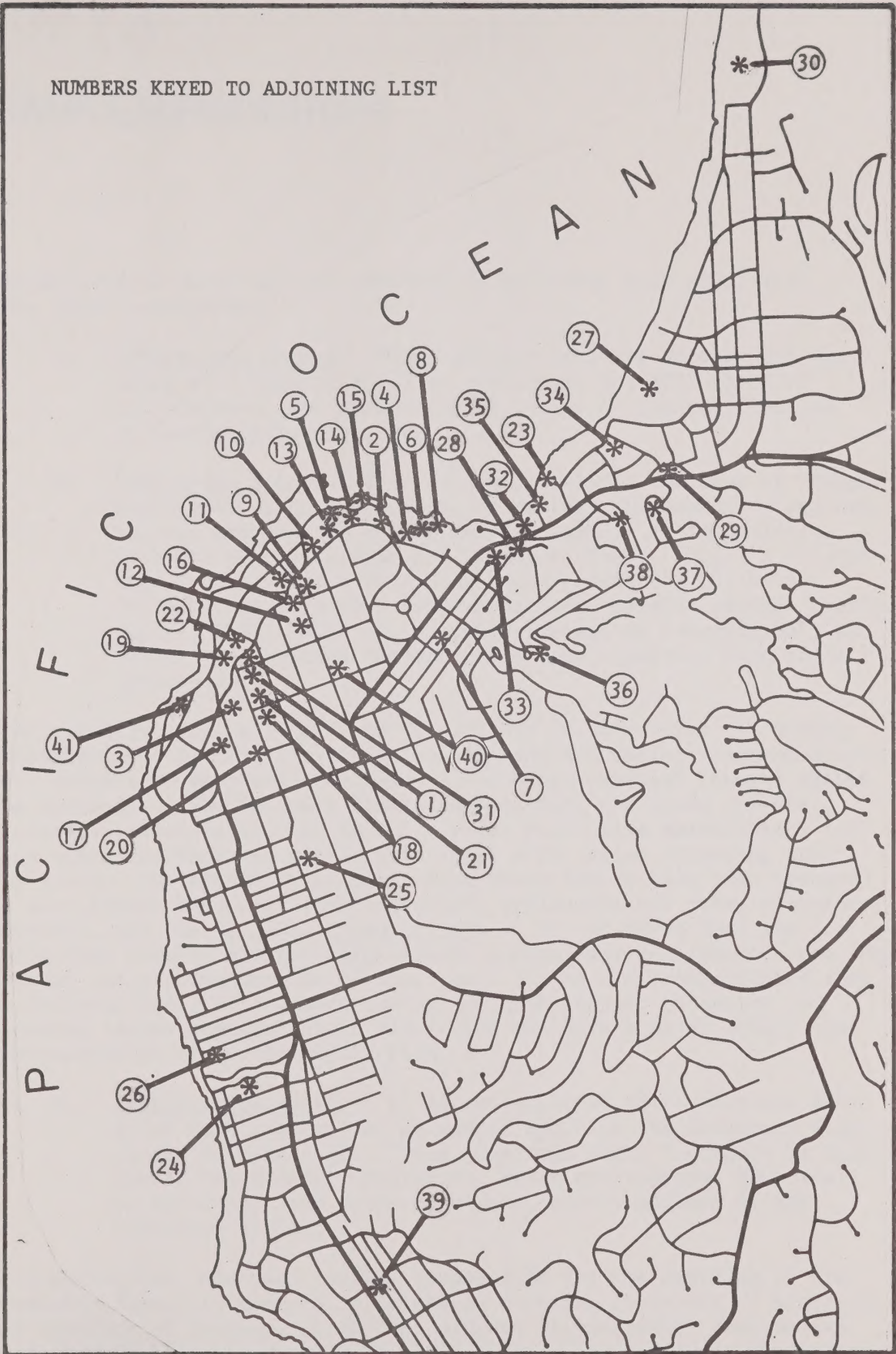
1. Woman's Club
2. Green Dragon Colony (land only)
3. La Jolla Community Center *
4. Tyrolean Terrace (land only)
5. Red Rest and Red Roost (Neptune) Cottages

The following is a list of sites (6-41) considered to be of possible visual, cultural, and/or historical significance. The research and study which would be necessary to characterize any of these as historical sites has not yet been undertaken. Inclusion of this list does not imply or recommend that any of these are, or should be, officially designated historical sites.

6. Cave Store and Cave
7. Windemere Cottage
8. Coast Walk*
9. Athenaeum and Library*
10. Colonial Hotel
11. Central La Jolla Street Lamps*
12. Villa Waldo and Torrey Pine
13. La Valencia Hotel
14. Hotel Cabrillo
15. Hawley House and Fig Tree
(Top of the Cove Restaurant)
16. Arcade Building
17. Bishop's School
18. Morton Bay Fig Tree
19. Museum of Contemporary Art (Original Scripps House)
20. Reading Room
21. George Kautz Residence
22. Wisteria Cottage (Cole's Book Store)
23. W. J. Bailey Residence
24. Pueblo Ribera Apartments
25. Old St. James Chapel
26. Sherwood Residence
27. La Jolla Beach and Tennis Club
28. Robinson Residence
29. Herbert Palmer Residence
30. Original Scripps Institute
31. St. James by the Sea (Church and Rectory)
32. H. W. Shelton Residence
33. Easton Residence
34. Frank E. Compton Residence
35. Garth House (Hopi House)
36. Lek Residence
37. "Smiling Hilltop"
38. Dr. B. W. Wright Residence
39. Trolley Station
40. Mary Star of the Sea (Church)
41. Beach Cottage on South Coast Blvd.

* Publicly owned (remainder privately owned)

NUMBERS KEYED TO ADJOINING LIST



COMMUNITY RESOURCES

IMPLEMENTATION

The activities which will be required to implement this plan, fall into three categories:

1. Affirmative Action. This category includes recommendations which will require specific rezonings, specific physical improvements, the generation of funds, or the redefinition of zoning ordinances, etc.
2. Responsive Action. This category includes the kind of things which must be done to defend or protect the community against actions proposed by others which appear to be inconsistent with the Community Plan and its objectives. (e.g., a development inconsistent with zoning recommendations; buildings inconsistent with plan recommendations; traffic pattern changes; etc.). This should not be characterized as "negativism", but rather the positive response of people concerned with their environment.

Traditionally, the La Jolla Town Council and in particular its zoning committee, has involved itself in considering and making recommendations with respect to proposed developments and other physical changes within the community. The La Jolla Shores Association, the South Soledad Protective Association, the La Jolla Farms Protective Association, and many other neighborhood groups have dealt with issues affecting their own areas. The standards against which these issues have been measured by such groups have been existing zoning ordinances and other statutory material, and the La Jolla Community Plan. It is hoped that the La Jolla Town Council and the neighborhood groups will continue to take into account the recommendations of this plan. It is also contemplated that La Jollans, Inc., will assert positions with respect to zoning and planning issues whenever their resolution may have a major effect upon implementation of the Community Plan.

3. Interpretive Action. It is contemplated that questions will arise with respect to the manner in which the Community Plan should be construed. These questions might be raised by City staff, the Coastal Commission, other governmental agencies, by developers and property owners, and by members of the citizenry at large.

La Jollans, Inc. has been largely responsible for the drafting of the Community Plan, its members collectively devoting thousands of hours to the drafting of language which best effects the necessary compromises among conflicting interests. La Jollans, Inc. should remain the primary community interpreter for this Plan.

It is anticipated that La Jollans, Inc. will engage actively in a program of selecting the recommendations susceptible to adoption through affirmative action. The group will also assign priorities and advocate as many changes as can be advanced concurrently. It is recognized, however, that it is not possible for all of the recommendations of this community plan to be implemented simultaneously. The La Jolla Town Council and other groups representing community interest are encouraged to undertake action to secure the implementation of those recommendations which to them seem most important, or most related to their own sphere of interest and activity. (A list of some of the possible interested groups appears at the end of this section.)

Affirmative actions which should be undertaken to implement this plan include, but are not limited to the following:

1. Rezoning or redesignations of land use: In this regard recognition should be given to existing non-conforming uses. When such uses are appropriate and compatible with adjacent uses consideration should be given to allowing their maintenance and possible expansion through the use of appropriate zoning regulations.
 - a. High density to low medium or medium density.
 - b. Property in slopes of 35% or greater to very low density.
 - c. Manufacturing zone to residential and commercial use.
 - d. Redesignation to allowable density for all property now zoned for a density greater than that recommended in this Plan.
 - e. Adoption of height limitations.
2. Proposals for changes in zoning ordinances:
 - a. To modify and improve side yard and set back requirements.
 - b. To require desired landscaping and amenities in automobile oriented areas.
 - c. To limit off-street parking in front of buildings.
 - d. To limit curb cuts in pedestrian areas.
 - e. To modify floor area ratio restrictions and parking requirements in commercial areas, favoring retail and residential uses, as opposed to office uses.

3. Traffic and Circulation:

- a. Develop measures for providing bicycle and pedestrian amenities and facilities.
- b. Review City plans for construction of new automobile circulation facilities to insure that they are consistent with this plan, and that plans for facilities which are inconsistent with the Community Plan are deleted.
- c. Study alternative transportation systems.
- d. Study innovative circulation and parking systems; develop a parking plan.
- e. Work with UCSD and the City to ensure that the University provides adequate parking facilities for students and faculty.

4. Housing for low and moderate income families:

- a. Explore and secure methods to preserve residential areas currently within the means of low and moderate income families.
- b. Explore and secure the adoption of means to encourage and require developers or redevelopers to provide for such housing in their developments.
- c. Investigate existing federal, state and municipal (or private) programs or sources of funds and land for providing such housing, and encourage the creation of programs for providing funds.
- d. Investigate possible use of otherwise undesignated and uncommitted city land for low and moderate income housing.

5. Community Resources:

- a. Designation of appropriate locations as historical sites.
- b. Development of procedures to mitigate the loss of archaeological resources due to private projects.

6. Open Space, Parks, and Recreation

- a. Increase landscape criteria for streets, sidewalks, and parking areas.
- b. Secure dedication as open space of all beach lands in the public domain.

7. New techniques:

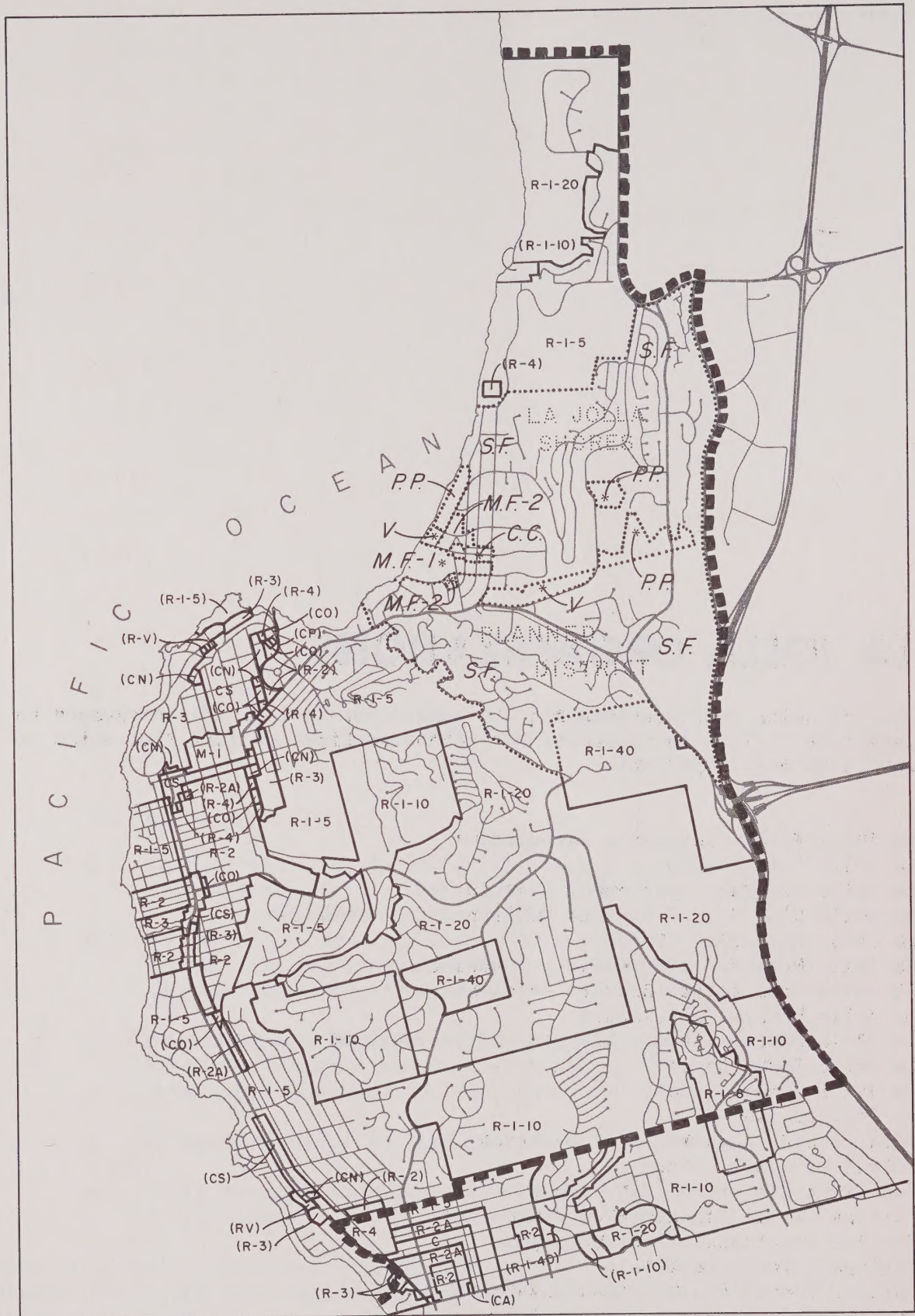
- a. Develop plan for the use of Fay Avenue Extension right-of-way.
- b. Study the use of a planned district for implementing the plan recommendations for the central commercial section of La Jolla.
- c. Study and make recommendations with respect to requirements for planned residential developments and planned commercial districts in other areas of La Jolla.
- d. Study techniques for architectural or design review.
- e. Study the non-conforming use regulations for suitability to La Jolla.

Changes in planning techniques, city building processes, and even peoples' attitudes during the next two decades will be inevitable. However, if planning and implementation are accepted as continuing processes requiring sustained community support, the primary objectives of the La Jolla Community Plan are within reach. Growth, progress and change can be accommodated without destroying or overwhelming the natural and man-made environment.

LA JOLLA ORGANIZATIONS

The following organizations and any others not listed, are encouraged to undertake actions to implement the recommendations of this Plan which to them seem most important.

La Jolla Farms Protective Association
La Jolla Garden Club
La Jolla Hermosa Improvement Association
La Jolla High School Student Environmental Committee
La Jolla Historical Society
La Jolla Mesa Vista Homeowners Association
La Jolla Real Estate Brokers Association
La Jolla Shores Association
La Jolla Shores Planned District Advisory Board
La Jolla Town Council
La Jolla Woman's Club
La Jollans, Inc.
Bird Rock Businessmen's Association
League of Women Voters
San Diego Historical Sites Board
Scripps Clinic and Research Foundation
Scripps Institute of Oceanography
Scripps Estates Associates
Soledad Canyon Preservation Association
South Soledad Protective Association
SOFA (Strongly Oriented for Action)
University of California
Western Area Committee (San Diego Park and Recreation Board)



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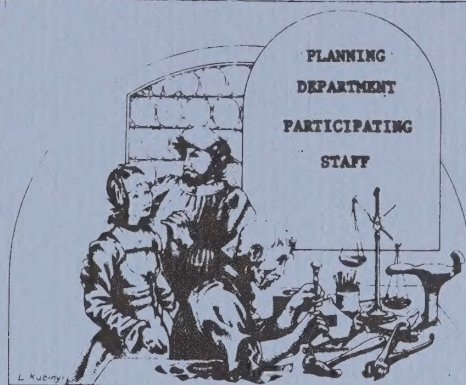
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